MAY 14, 1956 35c PER COPY

BROADCASTING TELECASTING

HOW TO START A RADIO STATION Page 76

N THIS ISSUE:

25TH year

A NICKEL will go a long way these days on WHO Radio!

Take 8 a.m. to 12 noon as an example . . .

MAYBE instead of a "good five-cent cigar", what this country's advertisers need today is a good look at what *five cents* will buy in radio—*WHO Radio.*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 8 a.m. and 12 noon will deliver 53,953 actual *listening* homes.

That's 56.8 homes for a nickel, or 1000 homes for $.88—*ALL LISTENING TO WHO!*

That's the rock-bottom minimum. With its 50,000-watt, Clear-Channel voice, WHO is heard by thousands of *unmeasured* listeners, both in and outside Iowa. Bonus includes Iowa's 527,000 extra home sets and 573,000 radio-equipped automobiles—plus tremendous audience in "Iowa Plus"!

Let Peters, Griffin, Woodward, Inc. give you all the impressive WHO facts.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

Big Aggie

wins first prize at the fair

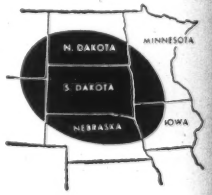
WNAX-570 named number one station by South Dakota State Fair-Goers

Two college professors conducted a survey of listening habits among the people at the South Dakota State Fair last fall. They wanted to find out what families in Big Aggie Land—that vast 5-state area in the great Upper Missouri Valley listened to and/or watched. Here's what they found out:

78.6% listen more to radio
16.3% watch television more
58.1% of the people polled listen most to the Big Aggie Station, WNAX-570.

Big Aggie is STILL queen in Big Aggie Land

SAMS families	660,950
Population	2¼ million
Effective Buying income	$3 billion
Total retail sales	$2.5 billion
Radio penetration	98%



WNAX-570

CBS Radio Yankton, South Dakota
A Cowles Station, Don D. Sullivan, Advertising Director. Under the same management as KVTV, Channel 9, Sioux City

e

e

on

air

TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA

108,000 *unduplicated* CBS-TV homes

WTHI-TV channel 10

TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

St. James' Episcopal Church St. John's Episcopal Church St. John's Lutheran Church St. Joseph's Church St. Joseph's Hospital St. Mark's Methodist Church Lebanon St. Mary's Church St. Paul's E. & R. Church St. Paul's E.U.B. Church St. Paul's New Baltimore Lutheran Church Lebanon Moose Home Reading League of Women Voters Harrisburg Polyclinic Hospital Reading Disabled Veterans School Harrisburg Community Theater Harrisburg Colonial Park Fire Company Bellegrove Fire Company Bethany E. & R. Church Bethany Presbyterian Church Bethel Sisterhood Blain Lutheran Church Boys Club Boy Scouts of America Broad Street Methodist Church Bucknell University Camp Curtin Junior High School Conodochly Valley Elementary School CARE Cassel's Union Church Catholic Daughters of America Catholic War Veterans Catholic Women's Club Catholic Youth Organization Chamber of Commerce Chanceford Presbyterian Church Shrewsbury Christ Lutheran Church Lititz Church of the Brethren Church of God Civil Air Patrol Commonwealth of Pennsylvania Community Chorus Community Theatre Conestoga Methodist Church D.A.R. Daughters of Union Veterans Day Care Training Center Decatur Fire Company Degel Israel Synagogue [illegible] College [illegible] Hanover Harrisburg Bethel Sisterhood [illegible] Fellowship House [illegible] Harrisburg [illegible] Policy [illegible] East Juniata High School [illegible] [illegible] Emanuel Church English Presbyterian [illegible] Evangelical [illegible] Club [illegible] Lutheran Church F.B.I. [illegible] Children's [illegible] Civil [illegible] Club First Church of the Brethren First Church of God [illegible] Methodist Church First Moravian Church First Presbyterian Church Foreign Policy Association 4-H Clubs Franklin and Marshall College F. & A.M. Gettysburg City Preparations for the President Grace Evangelical Congregational Church A. D. Good School Grace E. & R. Church Grace Methodist Church Ground Observer Corps Reading Kiwanis Club Harrisburg Melrose Gardens Grace Brethren Church Harrisburg Quota Club Girl Scouts Hamilton Park E. & R. Church Hand Jr. High School Heart Association Hempfield High School Holy Name Society Indiantown Gap Military Reservation Iris Club Jewish Community Center Jewish War Veterans Jewish Theological Seminary Jackson School Junior Chamber of Commerce Kings Daughters Kiwanis Clubs Knights of Columbus Lancaster Camera Club Lancaster Catholic High School Conference Luther League Flying Aces Club Lancaster Free Public Library Lancaster General Hospital Opera Workshop Symphony Orchestra Lancaster County Dental Association Federation of Women's Clubs Landis Valley Museum Landisville Fire Company Laurel Fire Company League of Women Voters Lebanon Valley College—Annville, Pa. Lemoyne Citizens Fire Company Leola Fire Company Lincoln Engine Company #9 Lincoln Fellowship of Pa. Lincolnway Fire Company Lions Clubs Lititz Business Men's Club Littlestown Assembly of God Locust Street Methodist Church Long Level Playground Association Loyalsockville E.U.B. Church Lutheran Mission Synod Lycoming College Manheim Catholic Women's Club Manor Joint High School Manor Township Civic Association Manufacturers Association Marian Grange #1853 Maryland Line Fire Company Matamoras Methodist Sunday School McCaskey High School Medical Society of Pennsylvania Mental Hygiene Association Middletown Methodist Church Millersville State Teachers College Miniature Railroad Club Moose Home Moravian College Alumni Association Mt. Gretna Fire Company Mt. Zion Methodist Church Muddy Creek Reformed Church Muscular Dystrophy Association National Association of Cost Accountants National Assn. for Retarded Children National Council of Catholic Youth National Council of Catholic Men National Council of Churches in Christ National Safety Council Neffsville Fire Company Newberrytown Fire Company New Holland Fire Company New Holland Methodist Church Newport Joint High School Newtown E.U.B. [illegible] Association Optimist Clubs Order of De Molay Order of White Shrine of Jerusalem Otterbein E.U.B. Church Our Mother of Perpetual Help Church Paradise Elem[illegible] ference Pearl Street E.U.B. Church Pennsylvania Assn. for Retarded Bureau Pennsylvania Farmers Association Pennsylvania Game Comm[illegible] of Craftsmen Penna. Motor Truck Assn. Penna. Retail Growers Assn. Penna. State Police Perry County Educational Association Perry Club of Lancaster Polyclinic Hospital Porters Sideling Fire Compan[illegible] America P.T.A.'s Purchasing Club Reciprocity Club Red Lion Street Methodist Church Sacred Heart Parish Salem E. & R. C[illegible] St. Andrew's Episcopal Church St. Anne's Church Harrisburg St[illegible] A.A.A.S. Akron Fire Company Alert Fire Company of Manchester To[illegible] Relief Appeal All Saints Episcopal Mission American Automobile [illegible] Society American Business Club American Cancer Society American[illegible] Diabetes Association American Education Week American Legion Mothers of York Amvets Archery Club Art Association of Lo[illegible] St. Paul's Union Church St. Peter's Catholic Church St. Rose of Lin[illegible] Club Schoeneck Fire Company Scottish Rite Cathedral & Masonic Templ[illegible] Day Adventist Church Shiloh Lutheran Church Smithville Church of [illegible] vancement of Management Soroptimist Clubs Southern Manheim Towns[illegible] dale Methodist Church Teter Hill Fire Company Thomasville Fire C[illegible] Trinity Episcopal Church Trinity E.U.B. Church Trinity Lutheran Ch[illegible] Community Campaign United States Air Force United States Army United States Coast Guard United States Department of Defense United States National Guard United States Navy United States Naval Rese[illegible] States Social Security United States Treasury United States Wea[illegible] Weiglestown Fire Company Wesley Methodist Church West Hempfield [illegible] pathic Hospital West Snyder High School West York Boro High Sch[illegible] Club Willow Street E. & R. Church Willow Street Fire Company Women's Clubs World Alliance of Y.M.C.A. and Y.W.C.A. Yorkann[illegible] Schools York Hospital Auxiliary York Junior Service League York Little Theatre York Navy Mothers Club Young GOP of Lancaster County Y.M.C.A. Y.W.C.A. Zion Lutheran Church Zoar's Lutheran Church Zwigle Reformed Church Bethel A.M.E. Church Buchanon Little League Baseball Club Women's Auxiliary Cotiette Club Conestoga Elementary P.T.A. East Petersburg P.T.A. E.U.B. Church Fellowship House Foremen's Club Harrisburg Educators Association Heistand School P.T.A. Hummelstown P.T.A. Ladies Auxiliary of the Rowlinsville Camp Meeting Lady Sutter Rebekah Lodge Married Women's Club Martic Township P.T.A. Melrose Gardens Grace Brethren Church Paradise Township P.T.A. Pennsylvania Economy League Pharmaceutical Association Presidents Committee for Highway Safety Quota Club Religion in American Life Ross P.T.A. Reading and Berks County Women's Missionary Federation Lebanon Valley Chapter, Pennsylvania Guild of Craftsmen Lebanon Catholic High School Albright College, Reading Reading Program of the Week Club Yorkshire P. T. A. Zion E. and R. Church Landisville Zion Lutheran Church Schaeffer School P.T.A. University Club Warwick Union P.T.A. Winky Dink Club of Ephrata

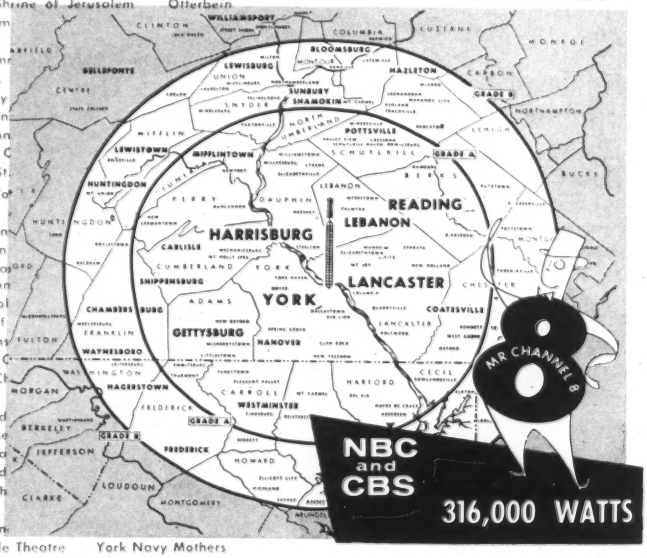
serving its many communities through civic programs

WGAL-TV

Lancaster, Penna.
NBC and CBS

One of the basic objectives of WGAL-TV programming is to uphold and assist important civic projects. Strategically scheduled programs and announcements are carried daily, in a never-ending effort to serve the hundreds of worthwhile organizations vital to the life of the many communities in the WGAL-TV coverage area.

CHANNEL 8 MULTI-CITY MARKET



STEINMAN STATION
Clair McCollough, Pres.

Representative
THE MEEKER COMPANY, INC.
New York Chicago
San Francisco Los Angeles

closed circuit

SALVATION THE CRY • "Save uhf" is likely clarion call to FCC in proposed interim report being drafted by staff of Senate Commerce Committee on its far-ranging tv investigation. Majority Counsel Kenneth Cox and communications expert Nicholas Zapple, at request of Chairman Warren G. Magnuson (D-Wash.), are working on report which may be released with adjournment of this session, expected in early July. Report, which may be subject to approval of committee, presumably would provide guideposts for FCC in attacking uhf problem, based on testimony adduced since hearings began two years ago. Sen. Magnuson said he's ready to recommend "a lot of things" to FCC, but doesn't know on what rest of committee membership can agree.

B•T

COMMITTEE'S special counsel Cox denied interim report would recommend "anything so extreme" as move of all tv to uhf. He said staff is "toying" with idea of "putting something on paper" which "we would hope we can get agreement on—at least state a conclusion as to a broad policy" on tv allocations and "not just a statement fighting evil." He was noncommittal on whether report would outline single overall procedure or give FCC alternatives to follow.

B•T

SHORT-CHANGED? • Because questions have been raised about "statistical errors" in many county-by-county statistics, which some stations think short-change them on tv set circulation, Television Bureau of Advertising's Research Committee will meet in New York tomorrow (Tues.) to reappraise TvB's participation in underwriting of Advertising Research Foundation's future studies in this area. Charles H. Smith, director of research, WCCO-TV Minneapolis-St. Paul, is chairman of committee. Analysis of methods employed from station point of view will be considered before recommendation is made to TvB management on continued participation. Contributions of $4,000 from TvB and the networks were being sought to update study [B•T, April 30].

B•T

ALTHOUGH networks have not confirmed orders placed by any political party, it was understood that Republican National Committee through its agency, BBDO, has ordered 15 half-hour and 35 five-minute segments of air time from all three tv networks. Democratic National Committee also considering similar plans but they are not yet formalized since Democratic candidate has not been selected.

B•T

PINCH HURTS • ABC is having trouble clearing time in many top markets for television coverage of two national political conventions, ABC President Robert E. Kintner has told FCC Chairman McConnaughey. In letter urging immediate selective deintermixture in order to make tv facilities equal in top 100 markets, ABC president wrote that any further delay will have consequences "little short of disastrous" on pattern of tv. Even "crash" program urged by Mr. McConnaughey would be hardly "meaningful or justified" unless some action is taken soon to preserve uhf, Mr. Kintner said. Included with Kintner letter was copy of ABC proposals submitted in allocations proceedings providing for deintermixture in top markets.

B•T

ONE of most lavish giveaways in radio history is being planned by KOWH Omaha and WDGY Minneapolis, both owned by Mid-Continent Broadcasting Co. In 10 days, beginning early next month, each station will give away $105,000 in whirlwind of listener-participation contests.

B•T

PROGNOSIS DOUBTFUL • Monday night lineup is all but set on NBC-TV, but it is understood that one half-hour segment (9-9:30 p.m.), now occupied by *The Medic*, is still uncertain, with *People Are Funny*, currently on Saturday, expected to be likely replacement should *Medic* vacate. If move should be made, new show would go on three out of four weeks, with fourth week devoted to spectacular.

B•T

WHILE federal regulators grope for solution to vhf-uhf controversy, at least two transmitter manufacturers (RCA, GE) are understood to be testing 100 kw uhf tube equipment that would put out 4 megawatts off antenna. Present maximum-power uhf transmitter is GE 46 kw model, capable of delivering 2 megawatt signal from 50-gain antenna.

B•T

SAN DIEGO SHUFFLE • J. D. Wrather Jr. continues as president-treasurer and one of three directors of KFMB-AM-TV under reorganization of San Diego corporation. Newly elected vice president is George Whitney, who continues as general manager. Monty Livingston, attorney, is secretary. Mr. Wrather, Maria Helen Alvarez, former vice president, and Edward Petry of Edward Petry & Co., constitute board of directors.

B•T

TOPIC A among Washington radio-tv attorneys last week was meaning, if any, of Court of Appeals revision of its Feb. 14 opinion denying stay requests by uhf outlets to FCC grants in Corpus Christi, Tex.; Madison, Wis., and Evansville, Ind. Amendment does not seem to make much difference in stay opinion, but unusual method (revising opinion three months later) has raised conjecture that this has some bearing on court's consideration of these cases on their merits (argued last month).

B•T

DAY TO NIGHT • Colgate-Palmolive Co., New York, is cancelling three daytime Mon.-Fri. shows on NBC-TV (*Feather Your Nest*, 12:30-1 p.m.; *Modern Romances*, 4:15-4:30 p.m., and participatings on *Howdy Doody*, 5-6 p.m.) reportedly to devote its budget to help support three recent nighttime buys as well as put some money into spot television. Firm, however, will retain its daytime show on CBS-TV. C-P's evening schedule calls for sponsorship on *Flicka* (CBS-TV, Fridays, 7:30-8 p.m), *Crusader* (CBS-TV, Fridays, 9-9:30 p.m.) and *Bob Cummings Show* (CBS-TV, Thursdays, 8-8:30 p.m.). Ted Bates & Co., New York, is Colgate-Palmolive agency.

B•T

RADIO and television department of Lennen & Newell, New York, will have two new business managers: Ben Holmes, from Harry B. Cohen agency, replacing Frank Daniels, who is going to Europe and James Graham, from DuMont Electronicam, succeeding Gene Caron, who also is leaving and relocating in Florida.

B•T

EARLY BIRDS • When word reached broadcasters that FCC was considering possibility of changing East to all-uhf over 10-year transition period, it didn't take long for some of the more astute to begin badgering their consulting engineers to find them low-band uhf channels. Lower uhf wavelengths are easier for receivers to accommodate at present state of art.

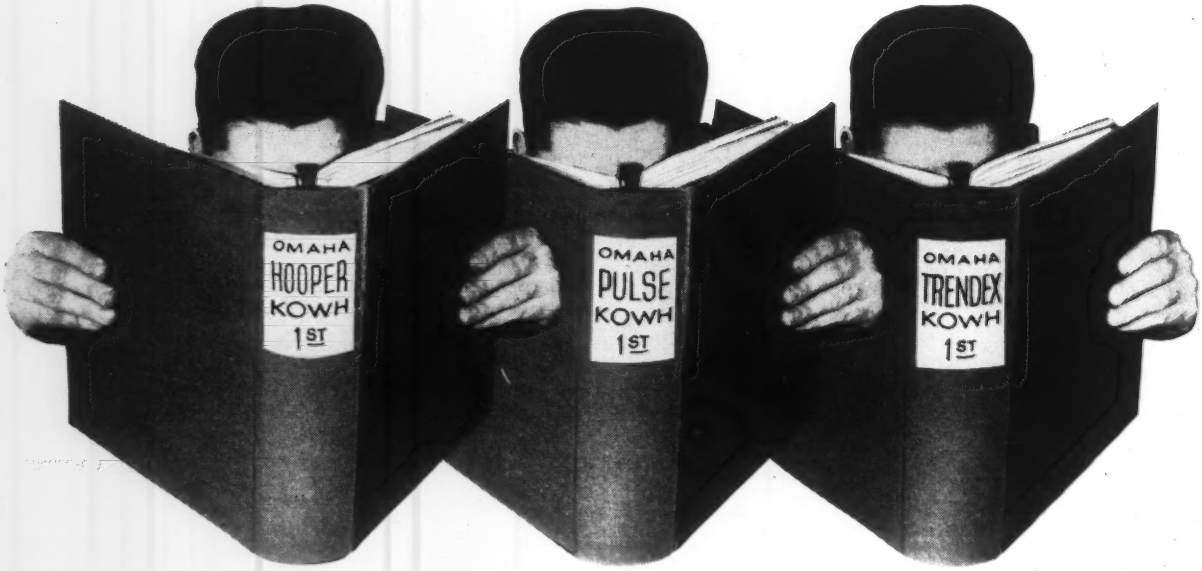
B•T

LEVER Brothers and Whitehall Pharmacal Co. have signed contract for sponsorship of Sir Lancelot *program, three out of four weeks, Monday, 8-8:30 p.m. on NBC-TV, which starts next fall. Package was purchased by NBC from Official Films and is produced in England. J. Walter Thompson, New York, is agency for Lever, while Sullivan, Stauffer, Colwell & Bayles and Dancer-Fitzgerald-Sample share Whitehall Pharmacal account.*

B•T

SLIM CHANCE • WITH this session of Congress waning, outlook for passage of executive pay-raise bill, which would boost FCC commissioners' pay from present niggardly $15,000 to $20,000 area, isn't bright. There's evident stalemate between executive branch and Senate Post Office and Civil Service Committee Democratic majority, with former espousing pay-raise bill while Chairman Johnston of South Carolina wants support on his civil service pension bill. Unless compromise is reached, prospects are that neither measure will pass prior to July adjournment, although House already has acted.

All 3 tell the same story!



42.5%—that's KOWH's average share of audience according to Hooper (March-April). Latest Pulse for Omaha-Council Bluffs gives KOWH top shelf. Likewise Trendex. KOWH has placed first in audience year after year . . . consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

The power of Mid-Continent ideas, programming and excitement plus broad (660 KC) coverage are moving goods for national and local advertisers alike. So no matter how you read the Omaha rating picture, you can feel secure when you book time on KOWH—because all three see eye-to-eye-to-eye. Get the story from the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH *OMAHA*

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

STORZ GROUP HIGH BIDDER FOR WQAM, PAYS RECORD $850,000 FOR REGIONAL

SALE of WQAM, Miami regional, by *Miami Herald* (Knight newspaper and radio interests) to Mid-Continent Broadcasting Co., headed by Todd Storz, for what is believed to be record price for regional of $850,000 cash, was consummated last Friday, subject to FCC approval. Mid-Continent was selected from among score of bidders who several weeks ago were invited to submit proposals.

ABC-affiliated WQAM had to be sold under FCC duopoly rule because Knight interests and James M. Cox interests, owners of WIOD Miami and *Miami Daily News*, are joint stockholders in new Biscayne Television Corp., permittee for ch. 7 WCKT-TV, scheduled to begin operation July 1. WIOD becomes radio affiliate of Biscayne under new organization, and changes call to WCKR.

Acquisition of WQAM gives Mid-Continent its fifth radio outlet, others being KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis-St. Paul, latter acquired last January for $334,420. Transaction, it is understood, covers acquisition of physical plant and tower on Biscayne Bay causeway but not real estate. Net quick assets and receivables would reduce $850,000 figure somewhat but price is modern record for ABC-affiliated station in other than top 10 markets.

WQAM, established in 1921, is one of oldest stations in south and operates on 560 kc, with 5 kw day, 1 kw night. In addition to Mid-Continent, other bidders for property understood to have included Plough Broadcasting Co. (WMPS Memphis, WJJD Chicago, WCOP Boston, WCAO Baltimore); William M. O'Neil, former owner of WJW Cleveland; Ralph L. Atlass, WIND Chicago, and Sun Ray Drug Co., whose principal owners, Sylk brothers, own WPEN Philadelphia.

McConnell Pays $800,000 For Uhf WINT (TV) Waterloo

SALE of ch. 15 WINT (TV) Fort Wayne-Waterloo, Ind., by R. Morris Pierce and associates to Universal Broadcasting Co. (C. Bruce McConnell) for $800,000, announced Friday subject to usual FCC approval. WINT, operating since fall of 1954, affiliated with CBS and ABC. Universal owns WISH-AM-TV Indianapolis, WANE and cp for ch. 69 WANE-TV Fort Wayne, and WHBU Anderson, all Indiana. If WINT transfer granted, Universal will surrender ch. 69 grant.

Priest Bill Would Give Free Time to Candidates

PROPOSED AMENDMENT to Communications Act—requiring that radio-tv stations and networks give 7-8 hours of free time to each of major party nominees for election to presidency—was introduced Thursday by Rep. J. Percy Priest (D-Tenn.), chairman of House Commerce Committee.

Bill (HR 11,150) in addition incorporates same provisions as earlier bill (HR 10,529) introduced by Rep. Priest [B•T, April 23].

New provisions would require stations and networks to give major party presidential candidates half-hour of time weekly during September, one hour weekly during October and one hour in November preceding election day.

Candidate would have to notify broadcaster of period desired 15 days in advance and segments could not be less than quarter-hour. No regularly-scheduled half-hour program could be pre-empted by candidate requesting less than half-hour and no regular one-hour program could be bumped by candidate asking for less than full hour.

Stations would be obliged to clear time for period requested on network by candidate, but if station had two or more network affiliations and time requested on network by candidate would exceed station's obligations under bill's provisions for any one week, candidate would be required to decide which network would carry time made available by station.

IAAB to Back Canadians In Bid for Less Regulation

INTER-AMERICAN Assn. of Broadcasters will make presentation to Canadian Royal Commission, which currently is reappraising Canadian government broadcasting policies, in support of Canadian Assn. of Broadcasters' bid for lifting of restrictions on private networking and licensing (see page 109).

Move was voted by IAAB board at three-day annual meeting last week in New York, officials reported Friday. CAB position is that CBC should be divested of authority over private stations, that private enterprise should be permitted to establish networks and that new authority akin to FCC should be set up to regulate both state and privately owned broadcasting. Royal Commission is now conducting hearings, hopes to complete its study and make report by next spring.

Board also voted to re-admit Argentina, expelled in 1948 after Peron took over radio facilities, to IAAB membership since new Argentine regime has restored radio to free status. Argentine recognition of free broadcasting resulted largely from IAAB efforts, officials said.

Gilmore N. Nunn of WLAP Lexington, Ky., U. S. representative on IAAB board, reported IAAB has succeeded in removing censorship and re-establishing free speech in radio-tv in approximately score of instances in Americas during 10 years of activity and has prevented censorship in as many other cases.

IAAB board is headed by Ricardo Vivado of Chile, who was present at Friday news conference along with Mr. Nunn and most of 13 other board members who attended meetings.

EMPTY MIKE

COWBOY singing star Gene Autry was to put aside his saddle as star of radio program, *Gene Autry Show*, on CBS with last broadcast yesterday (Sun.), CBS Radio President Arthur Hull Hayes reported Friday. Mr. Autry's decision to end radio career, which began in January 1940, came as surprise both to network and to sponsor (since 1940), William Wrigley Jr. Co. (Doublemint gum). Wrigley expected to retain time (Sundays, 6:05-6:30 p.m. EDT), although firm may take two-week hiatus. Firm also sponsors Mr. Autry on tv (CBS-TV, Saturdays, 7-7:30 p.m. EDT), which is not affected.

• BUSINESS BRIEFLY

EARLY BIRD • DuPont's Zerone-Zerex (anti-freeze products), Wilmington, Del., beginning to place fall schedule, starting Sept. 20, in about 156 markets for 10 weeks, for quarter-hour tv sports show. BBDO, N. Y., is agency.

RADIO OPENS SEASON • Hazel-Atlas Glass Co. (Mason jars and closers), Wheeling, W. Va., opening canning season with eight-week radio spot campaign starting June 18 in three Pennsylvania and Virginia markets. Agency: Abbott Kimball Co., N. Y.

TEN FOR TEA • Lipton's iced tea, through Young & Rubicam, N. Y., preparing radio spot announcement in scattered southwest markets, starting June 4 for 10 weeks.

PICKING • Armstrong Rubber Co. (tires), West Haven, Conn., handled by The Biow Co., N. Y., currently deciding which of three agencies it will appoint. Being considered are Dancer-Fitzgerald-Sample, Lennen & Newell and Norman Craig & Kummel.

CAESAR SOLD OUT • Four advertisers have signed for Sid Caesar show, to be scheduled by NBC-TV in fall on Saturdays. Contracts make it complete sellout. Accounts are Reynolds Tobacco Co., through William Esty Co.; Esquire shoe polish, through Emil Mogul; B. T. Babbit Co., through Dancer-Fitzgerald-Sample, and Sunbeam, through Perrin Paus.

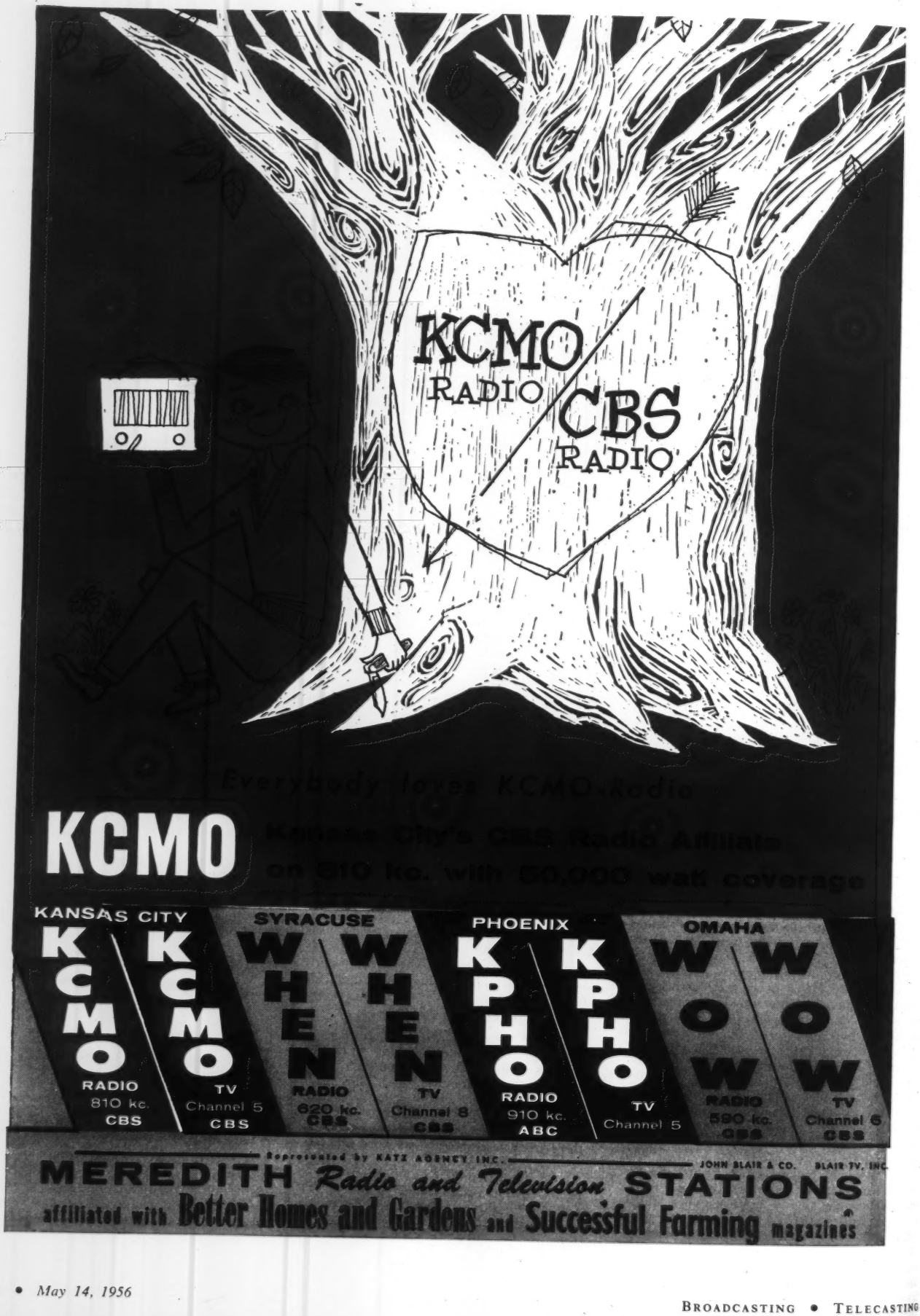
HACKETT FOR CURTIS • Helene Curtis, Chicago, through Earle Ludgin, Chicago, understood about to sign as co-sponsor with American Cigar & Cigarette Co., N. Y., for *Buddy Hackett Show* on NBC-TV, Mondays, 8:30-9 p.m. EDT.

KAKC Tulsa Sold for $115,000

ACQUISITION of KAKC Tulsa, Okla. (970 kc), by Lester Kamin (advertising agency-radio-tv interests) for $115,000, revealed in application filed Friday for FCC approval of sale. Mr. Kamin owns Houston, Tex., agency bearing his name, also has interests in KCIJ Shreveport, WMRY New Orleans and WCKG (TV) same city, ch. 26 grantee not yet on air.

FTC Firm on Rule No. 9

FEDERAL TRADE COMMISSION last week denied petition by Radio-Electronics-Tv Mfrs. Assn. and set manufacturers seeking change or repeal of commission trade practice rule No. 9, which requires that dimensions of picture tubes be calculated by using number of viewable inches rather than actual size of tube where the two differ.


KCMO
RADIO
CBS
RADIO
Everybody loves KCMO-Radio
KCMO
Kansas City's CBS Radio Affiliate
on 810 kc. with 50,000 watt coverage
KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS
SYRACUSE
WHEN RADIO 620 kc. CBS
WHEN TV Channel 8 CBS
PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5
OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS
Represented by KATZ AGENCY INC.
JOHN BLAIR & CO. BLAIR TV, INC.
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

WNHC-TV Questionnaire Asks Data on CBS, NBC

CBS and NBC are faced with another questionnaire (aside from prospective list which FCC's Network Study Staff had drawn up; see story page 88).

This one was written request by ch. 8 WNHC-TV New Haven, Conn., to two networks to furnish information about coverage, rates, 1954-1955 revenue and income, cancellations, spot sales arrangements, as well as film contracts and, in case of CBS, agreements and revenues between network and WKOW Albany, N. Y.; Gene Autry stations (KOOL-AM-TV Phoenix and KOPO-AM-TV Tucson, both Ariz.); Meredith stations (WHEN-AM-TV Syracuse, N. Y.; WCMO-AM-TV Kansas City, Mo.; WOW-AM-TV Omaha, Neb.), and Storer stations (WWVA Wheeling, W. Va., WAGA Atlanta, WGBS Miami, WBRC-TV Birmingham and WJW-TV Cleveland). Requests, made by Paul A. Porter, former FCC chairman now representing WNHC-TV, were in preparation for hearings involving CBS' purchase of WGTH-TV Hartford and NBC's purchase of WKNB-TV New Britain (see story page 92).

At same time, CBS asked FCC to reconsider its acceptance of WNHC-TV protest or, in alternative, narrow scope of issues to Hartford area rather than national scene. Network claimed some issues (involving network rules, monopoly, diversification, etc.) verge on general rule-making rather than involving simple transfer cases.

Three Satellite Bids Top FCC Business Friday

SATELLITES—three of them—were major order of business in tv applications filed Friday with FCC. Ed B. Craney (multiple station interests) asked for ch. 10 Helena and ch. 21 Missoula, both Mont., both to be operated as satellites of ch. 6 KXLF-TV Butte and contingent on grant of transmitter-site change and power increase (from 2.04 to 65.14 kw visual) for mother station.

John T. Griffin interests filed application for FCC approval of purchase for $6,500 of ch. 8 KBTM-TV Jonesboro, Ark., to be used as partial satellite of ch. 7 KATV (TV) Pine Bluff, Ark., one of three Griffin tv holdings. Payment represents partial reimbursement for out-of-pocket expenses incurred by seller, Regional Broadcasting Co. (KBTM-AM-FM Jonesboro [not involved in sale] and KGHI Little Rock). Other Griffin holdings are KTUL Tulsa; KFPW Ft. Smith, Ark.; KTVX (TV) Muskogee, Okla. (ch. 8); KOMA-KWTV (TV) (ch. 9) Oklahoma City.

Mr. Craney's satellite operations call for .410 and .538 kw visual power at Helena and Missoula, respectively, with construction costs in same order, $22,450 and $15,870. Craney interests, besides KXLF-AM-TV, include KXLL Missoula, KXLQ Bozeman and KXLK Great Falls, all Mont.

On Duty for State Dept.

CLAIR R. McCOLLOUGH, Steinman stations, represented State Dept. late last week at dedication of new children's wing at St. Lo Hospital, France.

LIGHTING BLUES

TELEVISION sometimes gives President Eisenhower "aged look," Sen. Alexander Wiley (R-Wis.) said Friday after White House call. Pointing to floodlights set up as St. Lawrence Seaway ceremony was photographed, Sen. Wiley said, "You ought to do something about these tv lights. You ought to shoot the fellows with the lights."

President said, "Oh, you think we need some colored lights?" Sen. Wiley replied, "With some of the television, it shows you looking aged whereas you now look like a kid. I only hope the lights can be arranged so that people on television can see you as you really are—youthful, vigorous and with the complexion of a kid." Later he told reporters that some people "still think of the President as a sick man because of lights."

Mr. Eisenhower replied that camera and lighting men do their best and described them as "good guys."

McClatchy Wins Rehearing On Sacramento Ch. 10 Case

REARGUMENT on Sacramento, Calif., ch. 10 case scheduled for May 23 following U. S. Court of Appeals ruling Friday vacating its Jan. 27 opinion upholding FCC's grant of vhf to Sacramento Telecasters Inc. (KBET-TV).

In brief *per curiam* decision, court granted McClatchy Broadcasting Co. petition filed Feb. 10 for reconsideration and rehearing, ordered reargument by same panel as heard original argument (Circuit Judges Wilbur K. Miller, Charles Fahy and Walter M. Bastian). McClatchy was loser in contest for Sacramento ch. 10, mainly because of diversification issue (McClatchy owns newspapers and radio properties in Sacramento Valley area). In January opinion, unanimous court said Commission was not arbitrary or capricious in preferring Sacramento Telecasters on diversification issue.

Stanton Wins AMA Award

DR. FRANK STANTON, CBS Inc. president, named Friday as recipient of American Marketing Assn.'s 1956 Parlin Award, top AMA honor which recognizes "distinguished achievement in the advance of marketing." Plaque will be presented at dinner held by AMA's Philadelphia chapter tomorrow (Tues.)

UPCOMING

May 13-19: National Radio Week.
May 14-15: Senate Interstate & Foreign Commerce Committee resumes investigation of tv networks and uhf-vhf problems, U. S. Capitol.
May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.
May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.
For other Upcomings, see page 123

PEOPLE

HUNT STROMBERG JR., who May 2 was named to head revitalized ABC western regional tv network in addition to his duties as executive of KABC-TV Los Angeles [B•T, May 7], resigned effective May 25 to join CBS-TV Hollywood in executive program capacity. His successor at regional network has not been appointed, but Peter Robinson, KABC-TV assistant program director, has been named to succeed him as program director of ABC-owned station.

HAROLD H. WEBBER named executive vice president of Foote, Cone & Belding's Chicago office. Eight directors named senior vice presidents. They are: **FRANK DELANO, WILLIAM R. FORREST, JOHN F. HUNT, ROBERT J. KORETZ, FRED LUDEKENS** (also named director), **MILTON SCHWARTZ, A. EDWARD ROOD** and **ELWOOD WHITNEY.** Mr. Webber, general manager and vice president of office, also named to executive committee and appointed director.

H. L. RALLS, Atlanta office, re-elected chairman, junior board of The Branham Co. at meeting held at Branham's New York office, station representative firm reported Friday. **BERTRAM C. FINCH,** manager of Charlotte, N. C., office, appointed to board membership.

JAMES P. McCLEERY, formerly with Kudner Agency, N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as account executive on Bristol-Myers products and Bristol Labs.

JAMES S. BEALLE, assistant director of tv-radio department, Kenyon & Eckhardt, N. Y., Friday elected vice president in charge of tv-radio, succeeding **WICK CRIDER,** who has resigned [B•T, May 7]. **CLINTON F. WHEELER,** vice president and account executive, has been appointed associate director of tv-radio department.

Leder V. P. at WOR Radio

ELECTION of Robert J. Leder as vice president in charge of WOR New York and member of General Teleradio plans board to be announced today (Mon.) by John B. Poor, executive vice president of RKO Teleradio Pictures Inc. Mr. Leder joined WOR last month as general manager, after having served for more than two years as general manager of WINS New York. Previously he had been with NBC and several advertising agencies in executive sales capacities.

WATW Sold for $55,000

SALE of WATW Ashland, Wis., from William L. Johnson and associates to Gene Halker and Gordon Schluter and associates (WPFP Park Falls, Wis.) for $55,000, announced Friday. Negotiations also underway, Mr. Johnson disclosed, to sell 51% interest in WIKB Iron River, Mich. Under name of Upper Michigan-Wisconsin Broadcasting Stations, Johnson group also owns WJMS and holds grant for ch. 12 WJMS-TV Ironwood, Mich. WATW operates on 1400 kc with 250 w, is affiliated with MBS.

KFRE-TV Fresno Goes on Air

KFRE-TV Fresno, Calif., began commercial operation on ch. 12 last Thursday using full 316 kw power, Paul R. Bartlett, president, reported Friday. Station, which received authority to begin program tests only last week, received final grant in contested ch. 12 hearing early this year. It is affiliated with CBS, represented by Blair-Tv and carries $650 Class A hour rate. Full CBS schedule will be carried beginning June 5, Mr. Bartlett reported.

the week in brief

CRAVEN APPOINTMENT CLEARED

President is expected to send to the Senate this week nomination of Comdr. T. A. M. Craven as a Democratic member of the FCC, succeeding Comr. E. M. Webster 27

RADIO SPOT SALES DATA

Station Representatives Assn. to issue monthly report on advertisers' purchases of radio time for spot campaigns, starting in July 28

$217 MILLION FOR NATIONAL TV

First quarter gross tv time sales total $100.2 million for spot business, according to TvB, $116.7 million for networks, according to PIB 30

WARNER BROS. SELL CONTROL

Boston investment group, headed by Serge Semenenko, buys working stock control of movie firm 40

NTA BUYING UM&M

Negotiations reported complete for $5 million purchase of UM&M Television Corp. and its Paramount library of cartoons and shorts by National Telefilm Assoc. 40

RADIO WEEK PROMOTED

Industry and trade groups, individual broadcasters and government officials join in launching the first National Radio Week in eight years; tv to have own week in fall 48

AFM REBELS FACE SUSPENSION

Referee recommends one-year suspension from union for Cecil Read, leader of revolt of AFM Hollywood Local 47, one-day suspensions for others .. 61

$3.75 MILLION FOR KGUL-TV

J. H. Whitney & Co. pays that amount for 90% of Galveston-Houston ch. 9 outlet 64

UHF IN PENNSYLVANIA

Second part of a B•T study of two uhf-only markets covers the hilly Wilkes-Barre-Scranton area in contrast to the flat South Bend-Elkhart, Ind., country reported on last week 69

MADISON AVE. TO MAIN STREET

Beverly M. Middleton tells how he made the move from WCBS New York sales manager to owner-operator of two small town stations in North Carolina 76

QUESTIONS FOR NETWORKS

Here's the 12-part questionnaire that will be tried out on the tv networks this week by a three-man delegation from the FCC's network study staff 88

NETWORK HEARING RESUMING

Station executives to testify about network affiliation practices today and tomorrow before Senate Commerce Committee; network presidents to appear in June 90

SELECTIVE DEINTERMIXTURE

FCC mulling plan to make some cities all vhf, others all uhf, with goal of providing most major markets with at least three comparable facilities ... 92

CBS RECORD FIRST QUARTER

Consolidated net income of CBS Inc. was $4.4 million for first three months of 1956, up 14.6% over same period of 1955 101

MURROW GETS TOP BROADCAST PAY

CBS newsman's 1955 salary of $316,076-plus was highest reported for broadcast field; GE President Cordiner second with $247,515 plus stock .. 102

HOW TO RUN CANADIAN RADIO-TV

Broadcasters and labor groups present views on the operation and control of Dominion broadcasting to Royal Commission in first week of hearings .. 109

departments

Advertisers & Agencies	28	For the Record	113	On All Account	22
At Deadline	7	Government	88	Open Mike	18
Awards	107	In Review	14	Our Respects	20
Closed Circuit	5	International	109	Personnel Relations	61
Colorcasting	32	Lead Story	27	Professional Services	60
Editorial	124	Manufacturing	101	Program Services	94
Education	100	Milestones	123	Programs & Promotion	111
Film	40	Networks	96	Stations	64
				Trade Assns.	48

Broadcasting Publications Inc.
Sol Taishoff, President
Maury Long, Vice President · H. H. Tash, Secretary · B. T. Taishoff, Treasurer

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.
Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022
EDITOR & PUBLISHER
Sol Taishoff
MANAGING EDITOR
Edwin H. James
SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson
NEWS EDITOR
Fred Fitzgerald
SPECIAL PROJECTS EDITOR
David Glickman
ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher (Hollywood)
ASSISTANT TO THE MANAGING EDITOR
Donald V. West
ASSISTANT EDITOR: Harold Hopkins
STAFF WRITERS: Ray Ahearn, Jacqueline Eagle, Eli Fritz, Dawson Nail, Munsey Slack, Lamar Underwood
EDITORIAL ASSISTANTS
Hilma Blair, Beverly Horney, John Sheldon, Anita Stopak, Ann Tasseff
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS
VICE PRESIDENT & GENERAL MANAGER
Maury Long
SALES MANAGER
Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens, Norma Wooton
CLASSIFIED ADVERTISING: Wilson D. McCarthy, M. Gwen Moore, Jessie Young
AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadt
ART-LAYOUT: Duane McKenna
CIRCULATION & READERS' SERVICE MANAGER
John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile. Dian Jennings, Barbara Seabrooke, Joseph Rizzo, Charles Harpold, Frank McCully

BUREAUS
NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355
Editorial
SENIOR EDITOR: Rufus Crater
AGENCY EDITOR: Florence Small
ASS'T NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti, Frank P. Model, Selma Gersten, Beverly Berl
BUSINESS
SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan, Donna Trolinger
CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar
HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181
ASSOCIATE EDITOR: Lawrence Christopher
Virginia Bialas
Toronto: 32 Colin Ave., HUdson 9-2694.
James Montagnes

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1956 by Broadcasting Publications Inc.

In Philadelphia

WPEN

is

FIRST

- More local advertisers*
- More national advertisers*
- First in Out Of Home Listening**
- First in Food Merchandising
- First in Drug Merchandising

*B. A. R. Inc.
**Pulse

Represented Nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco

NO OTHER TV STATION IN TEXAS gives you as much coverage as..

CHANNEL 4

plus

KRLD-TV's Channel 4 enables it to reach farther with a strong, clear signal . . . Channel 4 is the lowest-frequency channel in the Dallas-Fort Worth area.

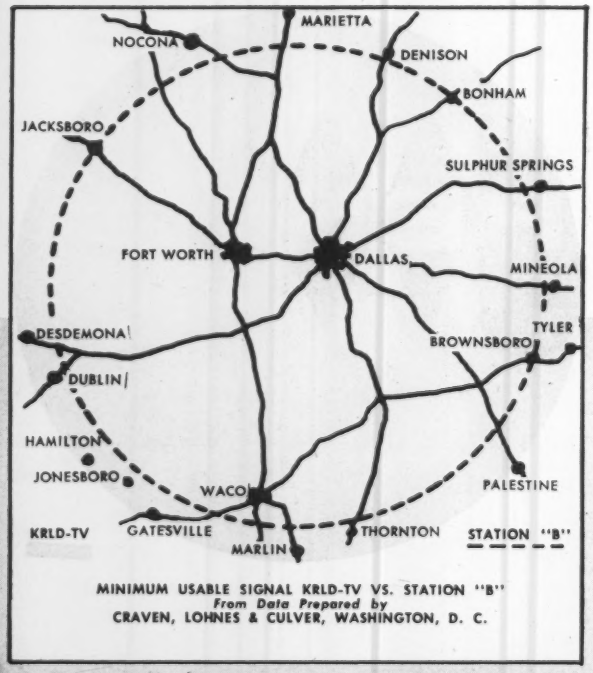
MAXIMUM POWER

plus

KRLD-TV operates on 100,000 watts, the maximum power for a low-VHF frequency allowed by the FCC. KRLD-TV beams 100 microvolts or more to 28,500 square miles of the most densely populated and richest area in Texas . . . a 30% greater area than is covered with a comparable signal by station "B."

TEXAS' TALLEST TOWER

KRLD-TV telecasts from atop Texas' Tallest Tower, jutting 1,521 feet above its hilltop base . . . 1,685 feet above average terrain. From this second tallest man-made structure in the world, KRLD-TV serves the Top O' Texas Market, in which live more than 2,250,000 people who watch in excess of 564,080 television sets.



MINIMUM USABLE SIGNAL KRLD-TV VS. STATION "B"
From Data Prepared by
CRAVEN, LOHNES & CULVER, WASHINGTON, D. C.

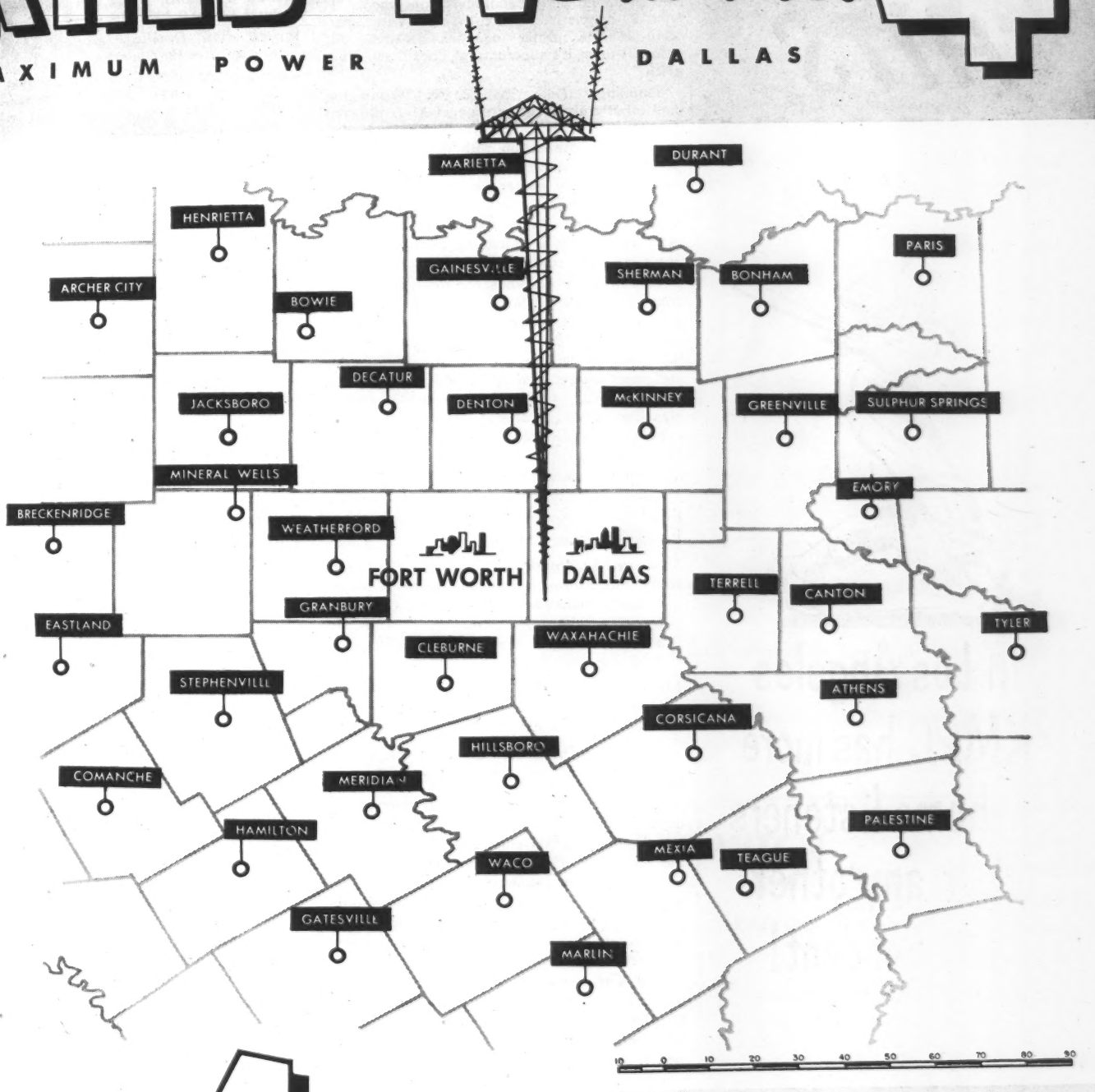
An unbeatable combination that makes KRLD-TV the TOP O' TEXAS MARKET most potent sales medium, with greater coverage, finer reception, larger audience.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

KRLD-TV

KRLD-TV Channel 4

MAXIMUM POWER DALLAS



Channel 4

F STARS

OWNERS AND OPERATORS OF
KRLD—50,000 WATTS
RADIO STATION OF THE DALLAS TIMES HERALD

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

REPRESENTED BY THE BRANHAM COMPANY

CBS TELEVISION

KMPC HITS HOME!

In Los Angeles KMPC has more in-home listeners than any other independent!

The Pulse, Jan.-Feb. 1956

KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights

Gene Autry, President

R.O. Reynolds, V.P. & Gen. Mgr.

REPRESENTED NATIONALLY BY AM RADIO SALES COMPANY

THE AMAZING DUNNINGER

EARLY in the opening program of his new Wednesday evening series on ABC-TV, Dunninger told a pair of aspiring telepathists that they were entering a career of frustration, so far as public understanding is concerned. "If you tell people it's a trick, they'll say its supernatural," the master mentalist declared. "If you tell them it's supernatural, they'll say it's a trick."

Dunninger (like Shakespeare, Washington and other truly great personages he is referred to only by his last name) himself repeatedly disclaimed any connection with the supernatural, so what he did must be trickery. To at least one viewer this only makes his demonstrations of stating publicly what others are thinking privately all the more astounding. His—and ABC's—difficulty is in making his repetitions of the same stunt continually entertaining.

Last Wednesday, when the master mentalist told Capt. Robert J. Stroh of the USS Saratoga, who was on the bridge of that ship while Dunninger was on the stage of New York's Little Theatre, that he (the captain) was thinking of the clearance between the Saratoga and Brooklyn Bridge and that it was four feet, the attempt was completely successful. But it made the concluding studio part of the program seem like pretty routine stuff.

Having amazed everyone the first time, the big question now is: What can they do to make people tune in again next week?

Production costs: $20,000.

Sponsored by American Tobacco Co. (Pall Mall cigarettes) through Sullivan, Stauffer, Colwell & Bayles and Pearson Pharmacal Co. (Sakrin, Eye-Gene) through Donahue & Coe on alternate weeks, Wednesday, 8:30-9 p.m. EDT on ABC-TV.

Producer: Ben Frye; director: Arthur Rosenblum; musical director: John Gart.

YOU SOMETIMES GET RICH

PONTIAC, whose alternate-week *Playwrights '56* had been skidding badly earlier this season, lacking sufficient carburetion and overdrive to bypass the $64,000 vehicle, attempted to even the score last Tuesday evening with a sometimes-funny play about an Army sergeant who wins $80,000 on *The Pot of Happiness* quiz program, only to learn the hard way that all that glitters "ain't happiness." Unfortunately, Pontiac's tank was half-empty.

You Sometimes Get Rich was so obvious a parody of the things that happened to that U. S. M. C. captain who assaulted, then scaled Mt. Revson for $64,000 last year, that playwright A. E. Hotchner left little to the audience's imagination.

Despite its hopeful premise (exploitation of the rich by the richer), the script found itself stuck in its own ruts along midpoint. Yet, Mr. Hotchner wielded his acid-tipped pen with a great deal of skill, stinging, among others, Madison Ave.-freespeaking advertising executives, merchandisers, publishers, survey takers and free-loaders in general—all of whom descended upon our hapless hero like so many thousand locusts. Obviously, there was a moral to the story, though we're not sure which one. Could it have been "don't count your baubles till they're hatched" or "television isn't the best medium in which to do a parody on television?"

Production costs: Approximately $30,000.

Sponsored by Pontiac Motor Div., General Motors Corp., Detroit, through MacManus John & Adams, N. Y., on NBC-TV, alternate Tues., 9:30-10:30 p.m. EDT.

Writer: A. E. Hotchner; producer: Fred Coe; director: Everett Chambers.

Cast: Larry Blyden, Georgiann Johnson, Gene Saks, Joe Silver, Mickey Freeman, Tom Poston, Burt Remson, Ned Glass and Earl Wilson (playing himself).

THE CRADLE SONG

UNDAUNTED by losing Helen Hayes and Susan Strasberg from "The Cradle Song" in the weeks before the *Hallmark Hall of Fame* May 6 telecast on NBC, producer Maurice Evans filled the roles with the very competent Evelyn Varden as convent vicaress and Deirdre Owens in the ingenue lead, and put on one of his usual masterful shows. Judith Anderson, interpreting the prioress with her accustomed artistry, and Siobhan McKenna as the young nun who mothered the foundling of the story, also get much of the credit for a good show.

Only one fault was evident in this appealing story of a foundling girl growing up in a Dominican convent. The introductory part of the play seemed wastefully long on television. The adapters could have been a bit bolder in cutting the original written by Gregorio and Maria Martinez Sierra 40 or 50 years ago.

But this touching play about simple things—nothing momentous happens between the time the baby arrives at the cloisters until the day she leaves to marry—became a significant experience as presented by Mr. Evans. Music by guitarist-composer Julian Prol and chantress Muriel O'Malley, and sets by Robert Wightman contributed to the production's effectiveness.

Production costs: Approximately $100,000.

Sponsored in color and black-and-white by Hallmark Cards Inc. through Foote, Cone & Belding, on NBC-TV May 6, 4-5:30 p.m. EDT.

Cast: Judith Anderson, Siobhan McKenna, Evelyn Varden, Barry Jones, Anthony Franciosa, Deirdre Owens, Mildred Trares, Jeanne Tobey, Zohra Alton, Katharine Raht, Pamela Simpson, Kate Harrington, Val Avery, Frances Paige, Margaret Hill, Gerry Fleming, Gerry Jedd, Muriel O'Malley, Charron Follett, Elaine Lynn, Barclay Hodges, James Lacirignola, Julian Prol, George Sullivan.

Authors: Gregorio and Maria Martinez Sierra; producer: Maurice Evans; director: George Schaefer; associate producer: Mildred Freed Alberg; NBC program supervisor: Joseph Cunneff; assistant to director: Robert Hartung; associate director: Adrienne Luraschi; costumes: Noel Taylor; scenery; Robert Wightman; translation: John Garrett Underhill; tv adaptation: James Costigan; unit manager: Brice Howard.

EDGAR BERGEN HOUR

NOSTALGIA on tape might have been the proper title for Edger Bergen's 20th anniversary program May 6. Once again the sallies of Charlie McCarthy were matched by the ripostes of the inimitable W. C. Fields, the Shakespearean sonorities of John Barrymore, the boudoir-honey murmurings of Marilyn Monroe, the nasal tones of Rudy Vallee, and Jimmy Stewart, Don Ameche, Nelson Eddy.

All these were play-backs of selected scenes

Good Programming "PAYS OFF" at WTCN

Don Doty . . . 1956 AFTRA Award Winner as Top Twin City Radio Disc Jockey! (Also named #1 Disc Jockey by local record distributors!)

At WTCN a good balance—ABC Network shows—local news, weather and sports . . . plus well-planned disc jockey shows aimed to please a w-i-d-e variety of listeners . . . "pays off" in well deserved recognition and in increased audience!

Outstanding performances by such talented personalities as Don Doty and Frank Buetel help to maintain WTCN *consistently* as the NUMBER TWO radio station in the Twin City Market!

Frank Buetel . . .
1956 AFTRA Award Winner as Top Twin City Radio Sportscaster!

LOOK AT THE FACTS!

6 A.M. — 6 P.M. Mon.-Fri.		6-7:45 A.M. — Mon.-Fri.		6-6:15 P.M. — Mon.-Fri.	
WTCN	**12.8%**	**WTCN** (Don Doty Show)	**23.4%**	**WTCN** (Frank Buetel Sports)	**21%**
Station B	50.7	Station B	38.2	Station B	38
C	8.5	E	11.9	C	14
D	8.0	D	10.4	E	12
E	7.9	C	6.2	D	7

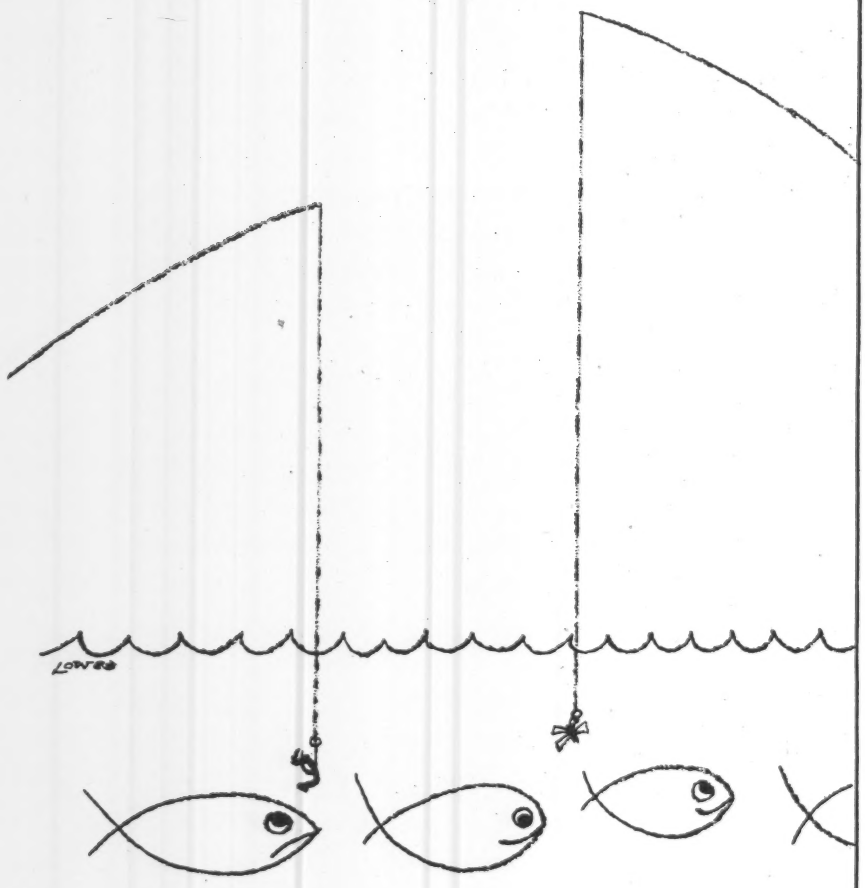
Source: Nielsen, March, 1956—NSI Area Share of Audience

WTCN *"The Station of the Stars"*

MINNEAPOLIS—ST. PAUL

1280 kilocycles 5,000 watts ABC Network

Represented Nationally by the Katz Agency, Inc. Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.



of past Bergen programs in honor of the china celebration of the ventriloquist and his dummy who astounded the nation in 1936. ["A ventriloquist on radio? You're crazy. He'll never go."]

The program left us with mixed feelings—a compound of nostalgia and the disbelief that we actually enjoyed this kind of humor way back then.

Production costs: Approximately $10,000.
Sponsored by Viceroy cigarettes through Ted Bates and CBS-Columbia through Ted Bates May 6 on CBS Radio 7:05-8 p.m. EDT.
Producer-director: Sam Pierce; musical conductor: Ray Noble; writers: Si Rose and Zeno Klinker; assistant director: Kenny McManus.
Cast: Mellomen Quartet; singers: Carol Richards and Ruby Wissler; Jack Kirkwood; Ray Noble and Orchestra. guests: Mrs. Grace Harvard Phillip and Nelson Eddy.

THIS HAPPY BREED

NINETY MINUTES, Noel Coward prophesied last October, can be "a long, long time." Well, the prophecy came true a week ago Saturday night on his third *Ford Star Jubilee*, as Mr. Coward unwrapped the first (and we hope, last) 90-minute "soap opera" in broadcasting history.

No cliff-hanger by any means, "This Happy Breed" took us through 20 tired years (1919-1939) in the lives and hard times of the Gibbons clan, purportedly representative of the "average" British household that sustained the island throughout its darkest hours.

Perhaps the basic trouble with this poor man's version of "Cavalcade" (with a bit of "One Man's Family" thrown in for bad measure) lay with the selection of Mr. Coward himself as the principal player. Mr. Coward may have set the cause of the British working class back 100 years. Throughout this seemingly-endless chronicle of British insolidarity, one somehow always expected the ebullient, elfin-like showman to break out with "Mad Dogs and Englishmen."

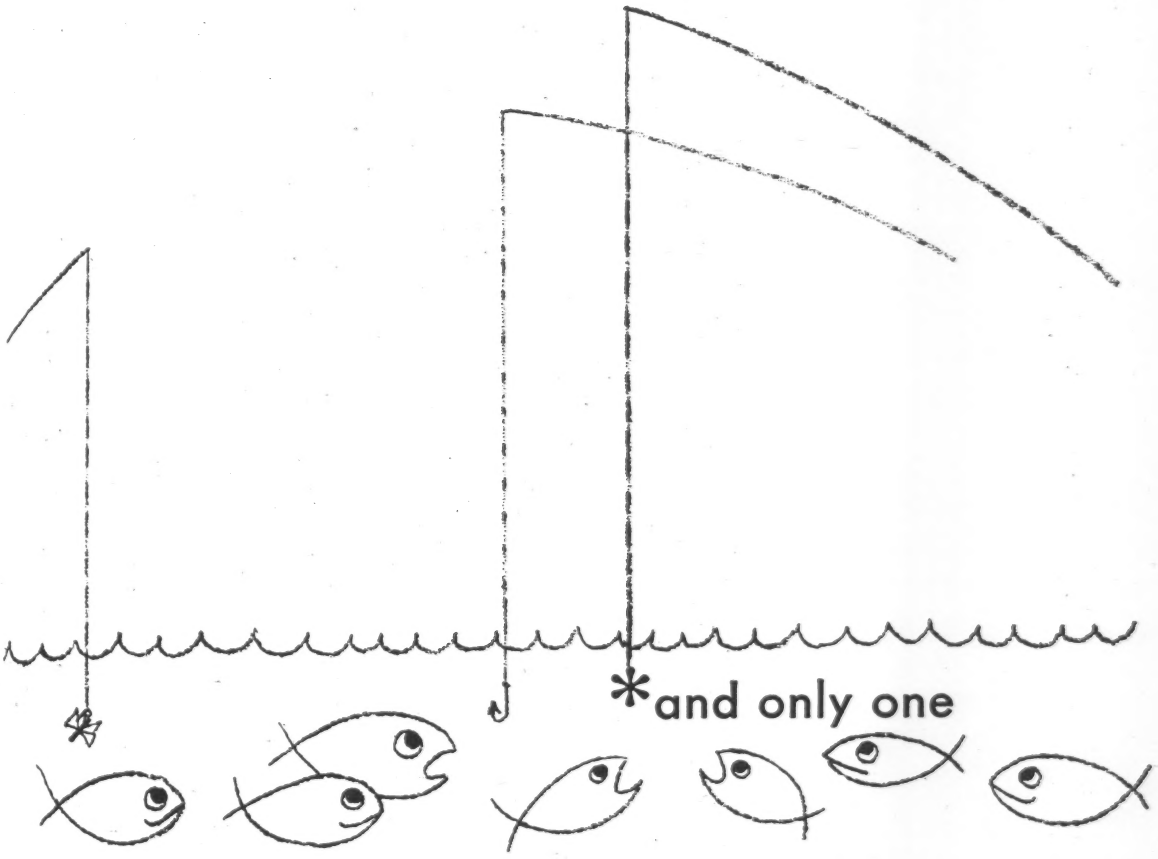
Though boasting some better-than-average talent (that of Edna Best, Patricia Cutts and Roger Moore), we doubt whether "This Happy Breed" was worth its price of admission. In this corner, it meant giving up that dirty bird, George Gobel.

Production costs: Approximately $125,000.
Sponsored by Ford Div., Ford Motor Co., through J. Walter Thompson Co., N. Y., on CBS-TV, every fourth Saturday, 9:30-11 p.m. EDT.
Cast: Noel Coward, Edna Best, Roger Moore, Patricia Cutts, Robert Chapman, Joyce Ash, Nora Howard, Beulah Garrick, Guy Spaull, Rhoderick Walker, Sally Pierce, Vera Marshall.
Production supervisor and author: Noel Coward; producer: Richard Lewine; director: Ralph Nelson; sets: Robert Markell; costumes: Mildred Trebor; lighting: Robert Barry; makeup: Robert Jiras.

BOOKS

ANALYSIS OF ELECTRIC CIRCUITS, by William H. Middendorf. John Wiley & Sons, 440 Fourth Ave., New York 16, N. Y. 306 pp. $6.

THIS is a basic textbook of an activity which the author, assistant professor of electrical engineering at the U. of Cincinnati, calls a basic tool of the electrical engineer with which he will work throughout his professional career. The volume includes only those topics most essential to an understanding of circuit analysis, so presented that the student advances from a few primary concepts to the present wealth of knowledge in this field.



In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

A leading
contender,
'Til he spoke on TV;

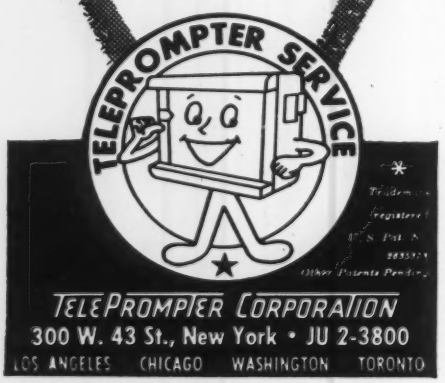
Got nervous & flustered,
Ran last out of three!

BUT - not with
TELEPROMPTER SERVICE

That's why —
ADVERTISERS PREFER
TelePrompTer stations like

WSAZ-TV
Channel 3
Huntington, W. Va.

WJAC-TV
Channel 6
Johnstown, Pa.



TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

OPEN MIKE

Maxon Fm Study

EDITOR:

Just a note to let you know that we have already received several hundred requests for our fm study that was so well publicized in the April 16 issue of B•T.

Most of the requests were from persons or organizations directly concerned with the broadcasting/telecasting industry. However, it was surprising to me that about 10% of the requests were from only slightly related endeavors, which indicates an interested readership of B•T by persons who do not seem to be directly connected with the media.

It all goes to show you the effectiveness of B•T . . .

Ray Stone
Maxon Inc., New York

EDITOR:

Your recent article on fm is most encouraging—might very well help the rebirth of fm that is growing day by day. As a recent grantee of a new fm station, KELE Phoenix, Ariz., I am more than happy that B•T is telling the industry what is going on in this almost untapped field. Keep up the good work.

James T. Ownby, Pres.
WJXN Jackson, Miss.

EDITOR:

We have an application with the Canadian Broadcasting Corp. for a license to establish and operate an exclusive fm station here in the city of Toronto. This will be the first of its kind in the Dominion and at this point we have every reason to believe that our application is going to be approved.

We have read with extreme interest the splendid article entitled, "Agency's Study of Fm Cites Untapped Potential" [B•T, April 16] and would like very much to obtain 10 copies of this issue.

We would also appreciate learning if you have had occasion to make a re-run of this particular article. If so, we would be interested in buying possibly 100 copies.

E. J. Piggott
Instantaneous Recording Service
Toronto, Canada

[EDITOR'S NOTE: Reprints of the Maxon report, "Agency's Study of Fm Cites Untapped Potential" (B•T, April 16) are available at $10.00 per hundred; 10 for $1.]

Tax Deduction?

EDITOR:

In view of all the investigations that we in the broadcast industry are now undergoing in regard to everything under the sun, from free political time for both parties to almost anything else you care to mention . . . you gather the impression that a radio station can operate for nothing, and for one, I am getting damn well fed up with it.

Where are the heads of all the national organizations, such as the Polio Fund, Cerebral Palsy, Heart Fund, Tuberculosis, Red Feather, Red Cross, and many others too numerous to mention here, that we have literally given billions of dollars yearly in free publicity? It seems those people are not anywhere to be found, when you get under fire. I have a standing order at this station for $300 worth of free publicity for any of the above organizations, and then I am hit for a cash donation in addition to this. My local newspaper sells these campaigns for more money than he can get on his commercial rates. . .

In glancing through my transcription file (public service) the other day, I found 18 transcribed shows ranging from 15 to 30 minutes in length, distributed by the Federal Government, that I am now running and have been for some years free of charge.

I propose this; let us keep a public service file on copy and transcribed shows run for the Federal Government and then at the end of the year charge regular commercial rates and subtract it from our Federal income taxes . . .

R. D. McGregor, Gen. Mgr.
KBNZ La Junta, Colo.

Landslide

EDITOR:

The owners of TAB, the new all-electronic instantaneous tv rating system which is being readied in Los Angeles, want to thank you for the thorough, concise and clearly-written article you published in the April 23rd issue.

The landslide of calls, letters and conversation I've had in response to the article awakens in me a newer and deeper respect for the power of B•T. . .

Benjamin R. Potts, Vice Pres.
Lennen & Newell
Los Angeles

Gross Error

EDITOR:

We wish to advise you of a gross error in B•T for April 30. You carried a story stating that WAAB Worcester, Mass., had been sold by George Wilson to Bernie Waterman, "formerly general manager of WMAY Springfield, Ill."

Radio Station WMAY has been on the air since Oct. 15, 1950, and since the date of its inception there has been one general manager. I have been privileged to hold the position of general manager and can also advise you that I am president of the Lincoln Broadcasting Co., owner of WMAY. Mr. Waterman's only connection with this station has been that of a sportscaster.

Gordon Sherman, Gen. Mgr.
WMAY Springfield, Ill.

[EDITOR'S NOTE: B•T regrets its erroneous description of Mr. Waterman's position at WMAY, which was taken from an announcement made neither by Mr. Waterman nor WMAY.]

Amazing

EDITOR:

Expressions such as this ["Writers Guild Attacks 'Growing Censorship,'" B•T, April 30] always amaze me.

Isn't the guild objecting to something which it wishes to do itself?—"To control, to suppress, or, through pressure, to influence the presentation . . . . on any basis other than it violates express provisions of a constitutional law."

They don't want anyone censored or molding public opinion but themselves. How quaint.

Angus D. Pfaff, Pres.
WNMP Evanston, Ill.

Home Town Promotion

EDITOR:

In a recent issue [B•T, April 23] you pointed out in a boxed article something that KWPC in Muscatine is doing. They are promoting their city. This we feel is an excellent thing for them to do.

We feel it is such an excellent thing that we thought we would enclose the spots that we have been running along the exact same line for at least two months. . . .

Charles J. Ellis, Pres.
KCHA Charles City, Iowa

[EDITOR'S NOTE: With Mr. Ellis' letter were scripts for a dozen or more announcements, all extolling the advantages of shopping in Charles City, "whether it is for a loaf of bread or the materials for a house."]

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO

delivers more for the money

These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-ringed market, the Beeline serves an area with over 2¼ million people who spend more than $2¼ billion annually at retail.

(Sales Management's 1955 Copyrighted Survey)

McClatchy Broadcasting Company

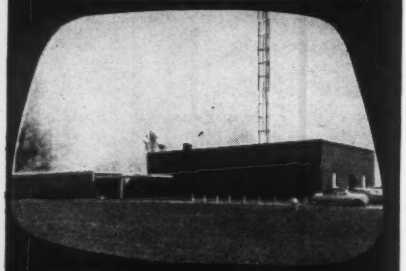
SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

ROCKFORD

Scene of
market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction $25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

WREX-TV



Scene of
sales power!

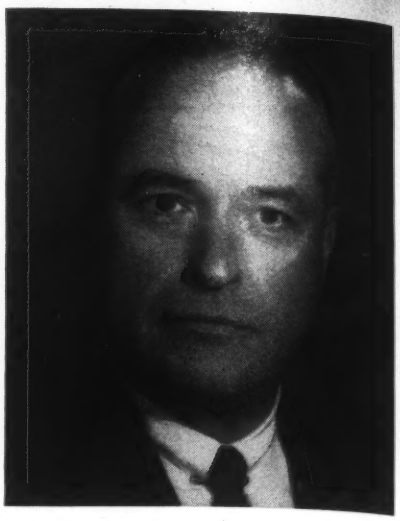
DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

* PULSE, INC. SURVEY, SEPTEMBER, 1955

WREX-TV
channel 13
CBS · ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION INC.
ROCKFORD, ILLINOIS

our respects

to EMMETT CONNELL McGAUGHEY



FAITH in the "sell" ability of radio-tv is a very vital thing to Emmett McGaughey, executive vice president of Erwin, Wasey & Co. and head of the international agency's Los Angeles office. Testimony to his faith is proved in action.

"We're the biggest spenders of western dollars in radio and televison advertising," Mr. McGaughey points out.

A major share of this radio-tv billing can be attributed to Carnation Co. and its several milk products and other divisions, but it is complemented by other substantial radio-tv accounts. White King Soap Co. and Van Camp Sea Food Co., both Los Angeles, became new Erwin, Wasey clients May 1. White King claims to outsell all national brands combined in its region and relies heavily on radio-tv and Van Camp, which packs Chicken of the Sea and White Star brands of tuna, is a national user of radio-tv.

Arizona Brewing Co., Phoenix (A-1 Pilsner beer); Consolidated Cigar Corp., New York (Dutch Masters cigars in western states); Norbest Canning Co. (Spirit of Norway sardines); L. Rose & Co., London (lime juice); Safeway Stores, Oakland (Curtsy cakes, Sunnybank margarine, Jell-Well desserts), and Texas Co., New York (Skychief gasoline and Marfax in 11 western states) also are high on the agency's national and regional radio-tv lists.

Mr. McGaughey is responsible for his office's fully-integrated radio-tv department of 20 producers, directors, writers, art directors and business representatives, who handle all commercial production for the national campaigns.

It is natural for Mr. McGaughey to recognize the sales impact of the broadcast media. "He's a top salesman with exceptional administrative talents built in," according to fellow workers. In fact, this is the rare combination that accounted for his selection as executive vice president in charge of the Los Angeles office of Erwin, Wasey in early 1952 even though he didn't have one day of actual agency experience before that.

"Advertising is selling. If it doesn't sell, it isn't advertising." This is the basic philosophy Howard D. Williams, board chairman, shared with Mr. McGaughey when considering him for the post. "We wanted a good administrator. A man who would insist on discipline and see to it that work got done for our clients." He concluded Mr. McGaughey was his man—a man whose career has ranged from being an award-winning salesman for Chevrolet to an FBI agent and administrator.

For proving that leadership, Mr. McGaughey a few weeks ago was named national executive vice president and elected to the agency's board of directors. Outside of Los Angeles, Erwin, Wasey has offices in New York, Chicago, Minneapolis, Oklahoma City, Toronto, Rio de Janeiro, London, Paris, The Hague and Stockholm.

"Yes, we have a team operation here," Mr. McGaughey will tell you with his friendly grin. "There are no politics, no relatives. Every account belongs to the house, and no one gets a brighter star just because his work means bigger billings than the next man."

Born Emmett Connell McGaughey on May 20, 1911, he grew up in St. Paul, went to public school and shoveled snow for pocket money. During high school he moved with his family to Seattle. The family fortune had changes, so he worked a year at Frederic & Nelson Dept. Store before saving enough to finish high school. Then, as campus representative for Bob Littler's men's haberdashery, he worked his way through the U. of Washington and received his B.A. in merchandising and advertising in 1934. "Bob Littler is a terrific merchandiser," he recalls. "I learned a lot from him."

After college, Mr. McGaughey joined General Motors Acceptance Corp. as a field man "making collections, sometimes repossessing" and by 1939 advanced to territorial manager. That year he switched to the Chevrolet Div. of GM and became district manager. His sales achievements won him a place on the firm's "all-American selling team" in 1941.

But as war clouds signaled a diminishing auto market and greater need of service to country, Mr. McGaughey joined the FBI and was graduated from the FBI's academy at Quantico, Va., in early 1942 ("2½ years of college crammed into three months' training"). After a few months as agent in San Francisco, he was assigned to supervisory work in Los Angeles in German, criminal and communist matters. He resigned from the FBI in 1949 to return to sales as Southern California manager of Cappel-MacDonald Co., midwest firm specializing in salesmen's incentive contests. He was with this firm in 1952 when tabbed by Erwin, Wasey.

Mr. McGaughey was appointed to the Los Angeles Board of Police Commissioners by Mayor Fletcher Bowron in 1952 and was the only reappointment by present Mayor Norris Poulson. He now is president of this board and devotes each Monday to the work, an active policy administration of a $32 million police budget and a force of 4,500 men.

Mr. McGaughey married Mary Etta Freese of Los Angeles in 1939. They live in Hancock Park just off Wilshire Blvd. where they share their home and swimming pool with their four children: Terrence, 14; Dennis, 11; Mark, 10, and Mary Frances, 3.

Hobbies? "Hi fi, golf, reading and—of course—spectator sports. It's one advantage of being police commissioner."

HOW DEEP?

There are Los Angeles radio stations that program for lovers of Beethoven and Bach, stations that specialize in mambo and pops.

However, KNX Radio is the Los Angeles station that attracts practically everyone — *which is exactly why it reaches more homes in a single day than the top four independent stations put together.*

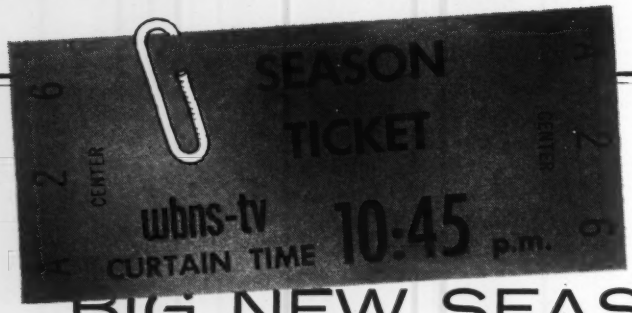
What's more, KNX is the only Los Angeles station that reaches as many as 43% of the metropolitan radio homes in a day, 83% in just one week.

If you have a product or service that everyone in Los Angeles can use, then talk to everyone with

KNX RADIO

50,000 watts. CBS Owned.
Represented by CBS Radio Spot Sales.

Source: Cumulative Pulse Audience, November 1955



BIG NEW SEASON

Starring Films From:

Columbia Package

Associated With
"HOLLYWOOD TELEVISION"
"GENERAL TELERADIO"
"TELE-PICTURES"

On
Armchair Theatre
now in its fifth year as Central Ohio's
oldest, most successful TV Film Feature Theatre

Presented at a *new* earlier time
10:45 p. m.

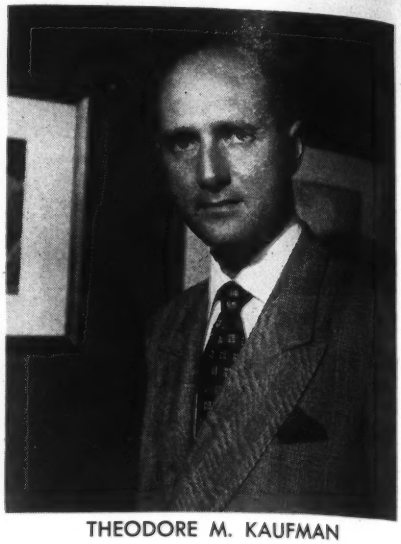
Offering You
Choice A & B
Time Availabilities

Here is the perfect spot offer for buyers seeking an established high-rated time slot on an even bigger and better Armchair Theatre. There's bound to be a sell-out, so call a "Blair" man now for spot reservations in these excellent film shows.

wbns-tv
channel 10
columbus, ohio

CBS-TV Network
Affiliated with
Columbus Dispatch
General Sales
Office:
33 N. High St.

CBS



THEODORE M. KAUFMAN

on all accounts

FROM the time he dons his Wallachs suit and Van Heusen shirt each morning to the time he takes them off each night, slipping into Van Heusen pajamas, Theodore M. Kaufman, a vice president and account supervisor at Grey Adv., New York, is continually reminded of the fact that he's held but two jobs during his 40-year life span. The first was with Wallachs, a chain of New York clothing and accessory stores, which he joined in 1937 following his graduation from Cornell, as a salesman. The second came 11 years later, when, as advertising and general manager of all Wallachs stores, he joined Grey as an account executive (he became vice president in 1954).

Ted Kaufman first aroused public attention on Feb. 29, 1916, when the townspeople of Sunbury, Pa., took cognizance of his arrival. Consequently, he celebrates his *official* birthday every fourth year.

Six out of his eight clients are active air media users: Phillips-Jones Corp. (Van Heusen shirts, ties, etc.) and Anson jewelry, both ABC-TV *Stop the Music;* Canadian Converters Ltd. (Van Heusen franchise operation); Dominion Textile Co. (Texmade), Spiegel's (mail-order house), Emerson Radio & Phonograph Corp., and Union Underwear Co., all heavy radio-tv spot users, some on a co-op basis. With four of the six clients out of town, Mr. Kaufman logs a great number of air miles, shuttling between New York, Chicago, Montreal and Providence.

The radio and tv media, Ted Kaufman feels, have a primary purpose in moving traffic into soft goods emporiums. At Grey, Mr. Kaufman points out, this premise has worked out "beautifully" for our clients. Example: Van Heusen and Anson, sharing *Stop the Music* sponsorship, have "seemingly shot up out of nowhere in the past three years," to the point where he notes that Van Heusen seriously threatens the position of Arrow and Manhattan, and Anson that of Swank.

What little time remains his, Ted Kaufman declares, is spent at home at Rockville Center, L. I., with his wife (the former Grace Miller, whom he met and courted while both were at Cornell), four children (one boy, three girls, aged three to 15), working in his little home shop, building furniture, and participating in local community affairs. As one of the principal founders of the Rockville Center Citizens Committee, Mr. Kaufman was partially responsible for that town's four new schools. He has given up golf altogether—"I figured if my wife could beat me, I'd better stop."

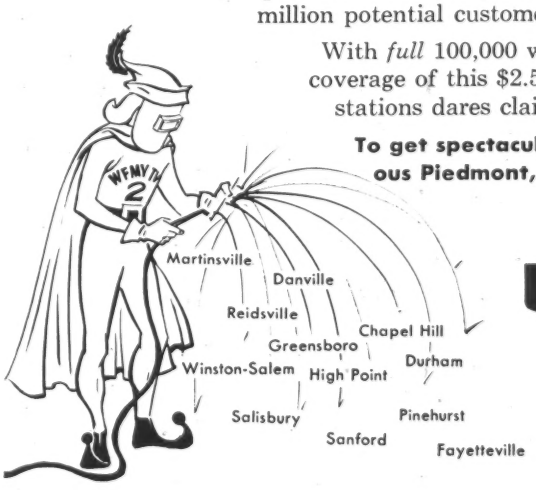
Southern SPECTACULAR!

Spectacular things are happening in the Prosperous Piedmont Section of North Carolina and Virginia . . . home of WFMY-TV.

Today, heavy industry such as steel fabricators, machine tool builders and giant lumber producers help make this area one of the most lucrative TV markets in the nation. And WFMY-TV . . . The *only* CBS station completely covering this 46 county area . . . has been **playing** and **selling** to more than 2 million potential customers here since 1949.

With *full* 100,000 watts power on Channel 2, WFMY-TV gives you coverage of this $2.5 billion market that no other station or group of stations dares claim.

To get spectacular sales results for your product in the Prosperous Piedmont, call your H-R-P man today.



WFMY-TV... Pied Piper of the Piedmont

wfmy-tv
Channel 2

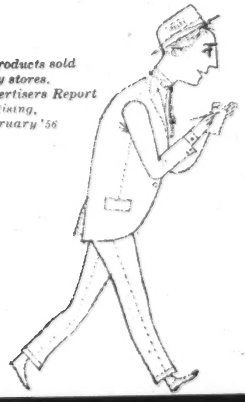
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS
Now In Our Seventh Year

Why
do more
food
advertisers
use
WCBS-TV
than any
other
New York
television
station?

Brand-name products sold through grocery stores. Broadcast Advertisers Report on Spot Advertising, New York, February '56



Because
WCBS-TV
CBS Owned, Channel 2, New York
Represented by CBS Television Spot Sales
reaches
more
women...
virtually
as many
in the
daytime
as all
six other
television
stations
combined!

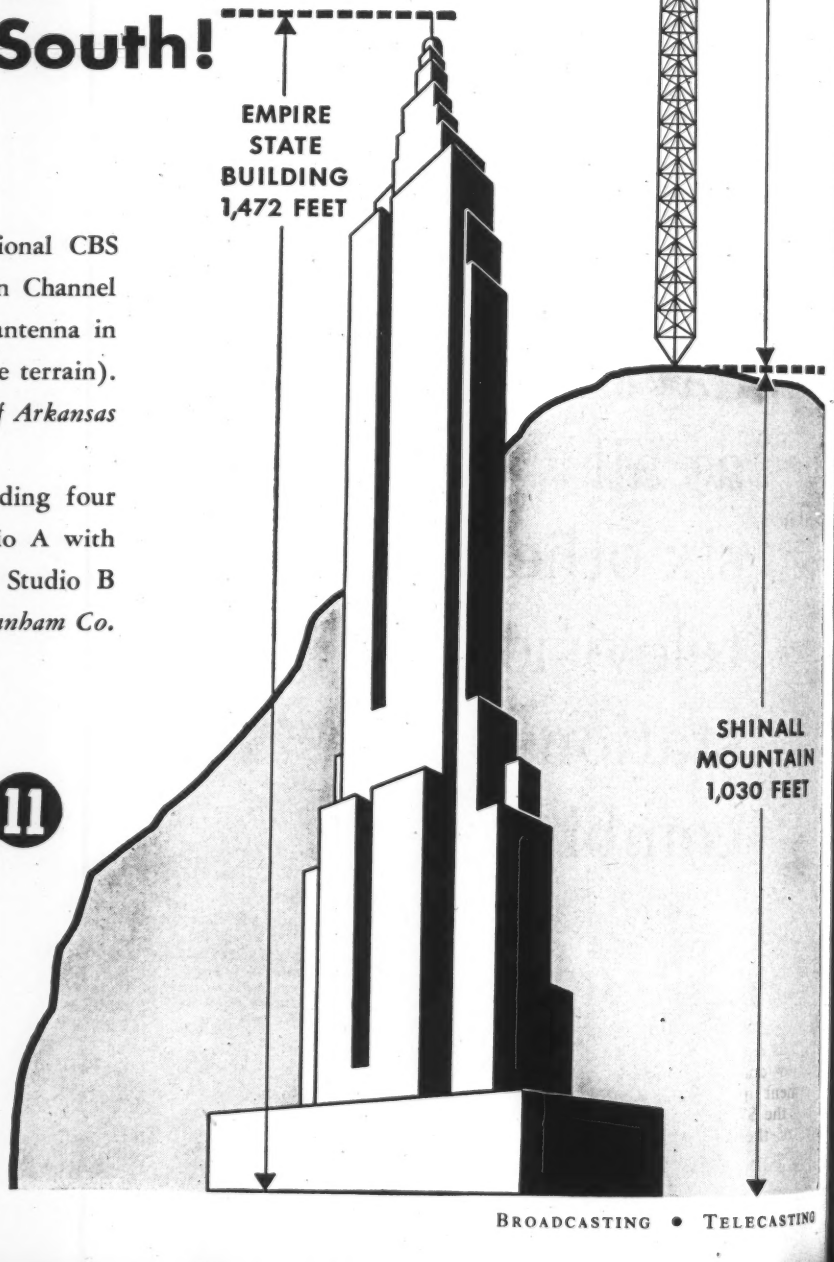
Women viewers (total quarter hours per day): WCBS-TV 13,046,344; all other stations combined 14,291,461. Nielsen New York Report, March 1956 Monday-Friday, 7 am-6 pm

KTHV

CHANNEL 11
LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!



KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*

CBS **316,000 Watts . . . Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

BROADCASTING TELECASTING

May 14, 1956

Vol. 50, No. 20

CRAVEN APPOINTMENT TO FCC IS CLEARED AT WHITE HOUSE

- **Nomination probably will be sent to Senate this week**
- **Webster slated for retirement after nine years service**
- **FCC balance will be four Republicans, three Democrats**

PRESIDENT Eisenhower this week is expected to transmit to the Senate the nomination of Commander T. A. M. Craven, USN, Ret., as a Democratic member of the FCC, to serve for seven years from next June 30.

On Capitol Hill it was learned authoritatively that Mr. Craven's name had been "cleared" and that the nomination, subject to Senate confirmation, would be sent to the Senate this week. Mr. Craven will succeed Comr. E. M. Webster, who has served continuously since April 10, 1947, and who is eligible for retirement. Each is an outstanding engineer.

For Comdr. Craven, the FCC seven-year tenure would be his second. He served, under appointment by President Roosevelt, from 1937 to 1944.

While no formal word was forthcoming from the White House, it had been learned several weeks ago that the customary security check had been made on Comdr. Craven. The fact that his name was under consideration was first reported in B•T April 16. Comdr. Craven was out of town last Friday and could not be reached for comment.

It was understood, however, that the White House already had contacted Comdr. Craven, presumably to ascertain whether he would accept appointment if offered. It is believed his response was affirmative.

With Comdr. Craven's assumption of office, the FCC balance will become four Republicans (Chairman McConnaughey, Hyde, Doerfer and Lee) and three Democrats (Bartley, Mack and Craven). Comr. Webster politically is an Independent. He was appointed originally on March 7, 1947 as a resident of Washington but now resides in nearby Maryland. Comdr. Craven resides in Virginia.

FCC Chairman George C. McConnaughey likewise was out of town Friday and was not available for comment. It is believed, however, that he endorsed the Craven nomination but did not oppose renomination of Comr. Webster, if the administration were so disposed.

Comr. Webster, while not an active candidate for reappointment, would have accepted another term if offered. The fact that he is politically an Independent may have inveighed against reappointment. Comr. Webster is 67 whereas Comdr. Craven is 63.

Comr. Webster is eligible for retirement, both as a Civil Service employe and as a Coast Guard commodore. It is understood his retirement pay would be considerably more than the $7500 maximum provided for a member of the FCC who has served the requisite number of years.

It was speculated that Comr. Webster, a foremost expert in safety-of-life, common carrier and point-to-point communications, probably will be offered consultancies in that field. There was also speculation that he might be asked by the administration to participate in international conferences bearing on telecommunications, in which field he is an acknowldeged expert.

Comdr. Craven's return to the Commission would come at a time when it is troubled with fundamental problems in television allocations. This is his forte. He was instrumental in fashioning the original tv allocations looking toward commercial operation in 1937, when he was first appointed to the FCC after having served as its chief engineer. At that time, he authored the now famed Socio-Economic Report which even today is being used by the FCC members and its staff in appraising the allocations problem. He also headed several delegations which handled North American Regional Broadcast Agreement associations and won acclaim for their success.

Comdr. Craven's recommendations in the current tv allocations considerations excited considerable attention when he filed them last December [B•T, Dec. 26, 1955]. In essence, the former FCC commissioner suggested a block of at least 65 contiguous channels, assigned in "area" apportionments which would, in Zone I, permit all cities and communities to be either all vhf or all uhf, except for 10 communities which would be mixed. His basic premise seemingly was to secure the most stations in the most communities. He also called for receiver "compatability" to ensure the best use of uhf frequencies.

Comr. Webster was appointed an FCC commissioner to fill the unexpired portion of the term of Paul A. Porter. In 1949 he was reappointed for a full seven year term.

ALLOCATIONS EXPERT TO JOIN FCC

TUNIS AUGUSTUS MACDONOUGH CRAVEN is widely acclaimed as one of the world's foremost authorities on frequency allocation and communications engineering. He is senior member of the engineering consulting firm of Craven, Lohnes & Culver.

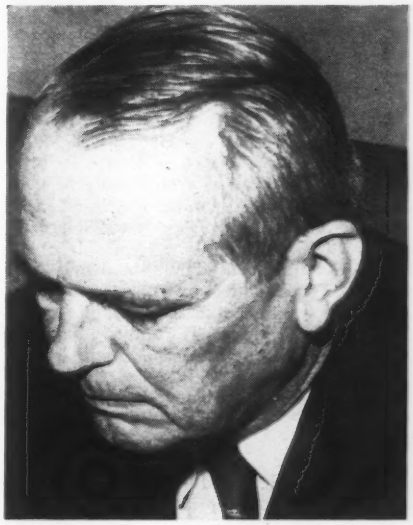
His career includes a seven-year term on the FCC and participation in most of the principal international conventions as well as congressional and regulatory hearings.

Born Jan. 31, 1893, in Philadelphia, Comdr. Craven entered the U. S. Naval Academy after completing his academic education. He was graduated from the Academy in the class of 1913. In the next two decades he held commissions as a Navy officer, specializing in communications. In World War I he set up a communications system that delivered orders to convoys in submarine-infested waters without disclosing their positions. His fundamental frequency plan developed as first fleet radio officer has been the basis for such plans since that time.

Besides developing both land and sea radio systems, Comdr. Craven was an important figure in government radio allocations and long served as a member of the Interdepartment Radio Advisory Committee. His role in important international communications conferences included the 1927 session in Washington where the first major allocation was drawn up for the world.

In 1937 Comdr. Craven was chairman of the Inter-American Radio Conference at Havana, negotiating a broadcasting and communications treaty for the continent.

Comdr. Craven resigned his Navy commission in 1930 to enter private consulting practice and was the first engineer to adapt radio directional antennas to broadcast service. He was appointed FCC chief engineer Nov. 20, 1935, and became a commissioner Aug. 21, 1937.



In 1944 he returned to private industry as vice president of Cowles Broadcasting Co., which at the time included East Coast outlets. In December 1949 he left the Cowles organization to enter the consulting business. He is a past president of the Assn. of Federal Communication Consulting Engineers.

MONTHLY REPORT ON RADIO SPOT SALES TO BE RELEASED, STARTING NEXT JULY

Dollar volume figures to be issued by Station Representatives Assn. Service will meet long-felt demand for such statistics by buying and selling segments of industry.

A DOLLAR VOLUME total of radio spot time sales will be issued as a regular monthly report by Station Representatives Assn. starting in July.

Disclosure of plans for plotting the monthly progress of national spot time sales on about a month-delay basis was to be made today (Monday) by Adam J. Young Jr. of Adam Young Inc., station representative, and president of Station Representatives Assn., and Lawrence Webb, SRA's managing director.

For some time there has been increasing agitation within media research, advertiser, timebuying, and selling ranks of the radio industry for a compilation that would show figures and trends in the sale of national spot radio.

Only last month, Television Bureau of Advertising released its first quarterly report on spot television time at gross rates [B•T, April 16]. TvB's current quarterly report, for the first three months of this year is being released today (see page 30).

Total Figure Only

Unlike the TvB report, SRA's compilation at first will be a total figure only but this total will be compared to the previous month and to the same month of a year ago. The first report, expected about the middle of July, thus will show a total dollar volume for national spot time sales for June and for May, and also a figure for June 1955.

Publishers Information Bureau for some time has issued a monthly total gross billing (time sales at gross rates) compilation per tv network (see page 96), on about a month's delay, and last summer discontinued its publication of similar totals in network radio.

In addition to the total dollar volume figure for the month, SRA also will provide an index of spot radio time sales using 1954 as a base year, and the annual rate of spot time sales for the year to date.

As explained in today's announcement, SRA's members will supply each month the total figures for each company's national spot time sales. This raw data then will be supplied to Price-Waterhouse & Co., New York, a professional accounting firm.

SRA's announcement emphasized that it is this type of information "which agencies and advertisers rely on in the increasingly creative task of media buying." It recalled that "the spectacular rise of national spot radio leveled out in the years of tv's growing pains from 1951 to 1954, but the advance was resumed in 1955."

Continued SRA: "Research departments, timebuyers, media heads, account executives of advertising agencies, and the executives controlling the large appropriations of advertisers look to radio to provide the figures that show comparative and current history. . . . Publication of dollar volume figures for the entire radio broadcasting industry will eliminate the confusion and guesswork which has been prevalent in advertising circles for too many years."

So far the only figures on national spot radio useful to advertisers have been FCC's compilation issued only on an annual basis, SRA said, adding that the 1955 figures would not be released until December 1956, just one year later. Hence media planners interested in spot radio figures for January in any year have had to wait nearly two years to check upon their guesses.

SRA observed that local radio advertising, according to yearly FCC reports, has been "healthy in tonnage" although dollar volume has grown only slightly in the past few years because of "lower rates to attract tonnage to make up for the substantial decline in network business." National spot, SRA went on, also has been tonnage healthy but failed to reflect the growth in dollar time sales because of advertiser movement from higher rated nighttime periods into daytime as well as use of more saturation campaigns which gained larger discounts.

"Enthusiastic" reception was accorded SRA's announcement by James M. Boerst, owner of Executives Radio-Tv Service, Larchmont, N. Y., which publishes a monthly "Spot Radio Report." But Mr. Boerst tempered his enthusiasm by adding that he thought the figures "will not only provide valuable information, but will help point up the need for the publication of more detailed information." He asserted the radio industry needed a report such as that now available from TvB, whose reports are based on figures provided by N. C. Rorabaugh Co.

PLANS for publication of a national spot radio figure compilation are being finalized by the Station Representatives Assn. Discussing the new service, scheduled to begin in July, are (l to r): William Kewer, Price-Waterhouse & Co. (New York accounting firm which is to do the statistical work); Lawrence Webb, managing director of SRA, and Adam Young, SRA president.

Mr. Boerst's report was owned by Rorabaugh until its purchase by Mr. Boerst in 1952. The Rorabaugh firm had published reports for both radio and television. These two reports had differed, however, in that Rorabaugh's compilation was based on material gathered from stations while Mr. Boerst's data is gained from advertising agencies. Neither report published dollar figures. Referring to this possibility in radio, however, Mr. Boerst said his report could provide a similar job to that of TvB's spot report "if an agreement can be made with the Radio Advertising Bureau to bear the cost of converting activity listings into dollar figures."

Mr. Boerst asserted that advertisers who now avoid representation in his report would "reveal their activity if the ultimate result would be a mutually advantageous industry report on dollar expenditures." He said a greater number of advertisers and agencies now cooperate in the report although a notable exception was some of the major soap and cigarette companies.

Mr. Boerst's report provides a monthly compilation showing the activity of about 300 national and regional advertisers as reported by nearly 70 top agencies. A breakdown is provided of each advertiser, giving station by station the number of broadcasts per week, daytime or nighttime and the type of broadcast.

Radio-Tv Ad Inquiries Keep Better Business Bureau Busy

A RADIO-TV-MUSIC classification was among the top 10 business categories causing the greatest number of persons to seek the facilities of the Better Business Bureau during 1955, according to a report by the Assn. of Better Business Bureaus Inc., New York. Demands on Better Business Bureau services reached an all-time high last year, the report reveals.

The top 10 classifications accounting for 52% of all contacts include home improvements and maintenance (174,175 inquiries and complaints); solicitations (138,176); home appliances (129,611); insurance (117,918); automotive (112,924); radio-tv-music (107,732); photography (81,317); furniture-floor coverings (71,879); apparel (63,125), and magazine subscriptions (62,666).

According to the report, the heaviest volume of questionable advertising appeared in the following business classifications: apparel (3,218 advertisements); automotive (2,956); home appliances (2,764); furniture-floor coverings (2,161); radio-tv-music (977); home furnishings (756); business opportunities (869), and employment (735).

Sales Potential of Women Keys New National Campaign

A NATIONAL "women-in-sales" campaign, that seeks to open new opportunities for women in industry via sales, was launched in New York last week with a luncheon at the Savoy Plaza Hotel attended by a number of top industry and advertising executives.

Chairman of the campaign is Claire Mann, performer on WABC-TV New York, who told the executives the promotion will include the designation of the second week of May each year as "Women-in-Sales Week" and that three "outstanding sales women" in the U. S. will be selected each year and honored with awards.

Each segment of industry including manufacturing, retailing and the services—such as advertising, banking or public relations, will be represented in the yearly awards.

Three V.P.'s Elected by C&H

THREE new vice presidents elected last week at Calkins & Holden, New York, were Walter B. Geoghegan, account supervisor for Firmenich Inc. (perfumes), Gulf Oil Corp., and Oakite Products Co. (cleansers); William C. Pank, account supervisor for Royal Doulton Inc. (china), Eastman Chemical Inc., Fieldcrest Mills (blankets) and others, and Robert W. Robb, account supervisor for Prudential Insurance Co. of America as well as director of C&H's public relations.

COMMISSION SYSTEM AGAIN UNDER STUDY

ANA names 11-man committee, headed by Kraft's McLaughlin, to investigate agency relations and compensation methods.

THE MOVE toward re-examination of the commission system of compensating advertising agencies [B•T, April 30, May 7] gained momentum late last week as the Assn. of National Advertisers announced appointment of a special study committee on agency relations and agency compensation methods. John B. McLaughlin, director of sales and advertising for Kraft Foods Co., was named chairman of the 11-man group.

"The past decades have been marked by great growth in the role of advertising and by the reliance placed on advertising by industry," ANA President Paul B. West said in announcing the committee on behalf of the ANA board. "Similarly, the role and function of the advertising agency has grown and matured. Today, advertisers recognize that the advertising agency, in addition to its traditional role of creating and placing national advertising, performs a most important function in the role of professional counsel, and as such, is, in a growing number of cases, a close and confidential 'working partner' of the advertiser in advertising and marketing planning.

"These marked changes have led many advertisers to the conviction that advertisers and agencies should re-examine the method of compensation to make sure it is soundly based and that it best meets their individual needs under today's conditions. In the opinion of the ANA board, advertisers and their agencies should be free to determine the terms and methods of compensation which are best for them and will contribute most to productive advertising."

Growing Sentiment

Edwin W. Ebel of General Foods Corp., chairman of the ANA board, had told the American Assn. of Advertising Agencies practically the same thing—saying there was a growing feeling to this effect among many ANA members—at a closed session of the AAAA convention three weeks ago [B•T, April 30].

Robert D. Holbrook of Compton Adv., newly elected AAAA chairman, replied at the time that the subject had been under study by the AAAA's regular committee on advertiser relations for the past year; that it will be the committee's "primary assignment," and that a meeting of the committee would be held this month. Selection of the 1956 membership of this committee was nearing completion late last week.

Named to serve with Chairman McLaughlin on the ANA special committee were C. J. Coward, senior consultant, advertising and sales promotion services, marketing services division, General Electric Co.; Donald S. Frost, vice president in charge of advertising, Bristol-Myers; E. G. Gerbic, vice president, Johnson & Johnson; J. Ward Maurer, vice president for advertising, Wildroot Co.; George E. Mosley, vice president in charge of advertising and sales promotion, Seagram-Distillers Co.; Edward E. Rothman, director of product advertising and sales promotion office, Ford Motor Co.; Henry Schachte, vice president, Lever Bros.; William Brooks Smith, vice president in charge of advertising, Thomas J. Lipton Inc., and Ralph Winslow, vice president and manager of marketing, Koppers Co.

AUTOMOBILES IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

CHICAGO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	General Motors Corp.	7	4	116¼	988
	Buick (Kudner)		1	4	119
	Chevrolet (Campbell-Ewald)		4	51½	299
	Oldsmobile (D. P. Brother)		4	30	339
	Pontiac (MacManus, John & Adams)		3	30¾	231
2.	Chrysler Corp.	8	4	151	951
	Chrysler (McCann-Erickson)		3	28	147
	DeSoto (BBD&O)		3	41	324
	Dodge (Grant)		3	9	106
	Imperial (McCann-Erickson)		1	1	30
	Plymouth (N. W. Ayer & Son)		3	72	344
3.	Ford Motor Co.	2	4	88	810
	Ford (J. Walter Thompson)		4	34½	402
	Lincoln (Young & Rubicam)		2	5¾	114
	Mercury (Kenyon & Eckhardt)		4	47¾	294
4.	Studebaker-Packard Corp.	1	2	10	70
	Packard (D'Arcy)		2	3½	19
	Studebaker (Benton & Bowles)		2	6½	51
5.	American Motors Corp.	—	2	12	20
	Hudson (Brooke, Smith, French & Dorrance)		1	6	1
	Nash (Geyer)		2	6	19

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for progams of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary monitoring for Chicago occurred week ending March 18, 1956.

Gas Sales Meet Hears Toigo

FOR association advertising to be effective, it must, like product advertising, be competitive and productive, according to Adolph J. Toigo, president of Lennen & Newell, New York. Speaking before the Eastern Gas Sales Conference in New York last Monday, Mr. Toigo observed that Lennen & Newell in handling the American Gas Assn. has approached that account as it has others in the agency, not merely as an institution but as a commodity that must be sold.

Bishop Buys Into 'Monitor'

PURCHASE by Hazel Bishop Inc., New York, of a schedule amounting to more than $500,000 in gross billings on NBC Radio's *Monitor* weekend programming, starting May 26, was announced last week by Fred Horton, director of sales for NBC Radio. The 52-week contract for Hazel Bishop Inc., placed through the Raymond Spector Co., New York, calls for five 5-minute news programs each Saturday and five each Sunday on *Monitor* to advertise cosmetic products.

NATIONAL TV: $217 MILLION FOR FIRST QUARTER OF 1956

TvB lists spot business at $100,209,000, and Publishers Information Bureau puts network gross billings for period at $116,695,520. No direct comparison with 1955 available.

NATIONAL and regional advertisers spent nearly $217 million for tv time during the first quarter of 1956. This total, calculated on a basis of gross rates (one-time rate before discounts or deductions of any kind), includes both spot time sales figures as estimated by Television Bureau of Advertising and network sales figures as compiled by Publishers Information Bureau.

Ted Bates & Co. was leading agency in the placement of spot tv business during the first three months of this year, TvB announced. Leo Burnett Co. ranked second and McCann-Erickson third in the tabulation. The remainder of TvB's list of top 10 agencies, in descending order, includes: Dancer - Fitzgerald - Sample, Benton & Bowles, Young & Rubicam, BBDO, Compton Adv., William Esty Co. and Cunningham & Walsh.

TvB, which last month began to issue quarterly reports of television's spot business with one for the fourth quarter of 1955 [B•T, April 16] and which plans to continue such reports each three months hereafter, estimates that a total of 2,702 advertisers bought $100,209,000 worth of tv time (at gross rates) for spot campaigns during the first three months of this year.

PIB, which has made monthly reports on tv network time purchases of national advertisers since the late 1940's, also at gross rates, puts the first quarter 1956 network gross billings at $116,692,520. This total is divided among the three tv networks this way: ABC, $19,548,184; CBS, $52,648,532; NBC, $44,495,804.

No direct comparison with the first quarter of 1955 is available for both spot and network tv advertising. PIB data show a 17.5% increase for the first quarter of 1956 over the same period of last year, when the combined gross of the tv networks (then four, as the DuMont Tv Network was still operating) was $99,299,368. TvB, which uses the data of N. C. Rorabaugh Co. on tv spot advertising as the basis for its spot estimates, reports that the number of tv spot advertisers has increased from 2,346 for the first quarter of 1955 to 2,702 for the same period of 1956, a gain of 15.2%, but dollar figures are not available for the first quarter of 1955. With the increase in tv spot clients matching so closely the tv network dollar increase, percentagewise, there seems little doubt that television's overall national billings have risen about one-sixth in the past year.

Compared to the final quarter of 1955, the first three months of this year show a slight increase in tv network billings, a slightly larger decrease in the spot total, for a net decrease of $3.3 million or about 1.5%. This does not signify any drop-off for spot tv, however, as the final quarter of the year, with its pre-Christmas sales promotion, is always the major quarter so far as spot advertising is concerned.

Nearly half of tv's spot revenue comes from announcements, a TvB analysis reveals:

Announcements	$44,599,000	44.5%
ID's	12,183,000	12.2%
Participations	21,410,000	21.4%
Shows	22,017,000	21.9%

Commenting on this breakdown, Oliver Treyz, TvB president, called attention to the sometimes overlooked fact that spot television embraces more than tv spots. "We want to stress emphatically that this report of spot expenditures includes all national and regional television spot advertising types, including programs. Since spot is that use of television whereby the advertiser can apply infinitely varying kinds and varying types of advertising pressure anywhere as the advertiser needs, because it always originates from and is controlled in the individual market where it is released, it naturally includes programs which—as a matter of fact—for the first quarter of 1956 represent 22% of the facility expenditures in the field of national spot."

"If the program and production costs were to be added," Mr. Treyz continued, "the proportion of national spot expenditures devoted to programs would be higher. In this connection, it is interesting to note that many prominent spot television advertisers invest most of their spot tv dollars in programs. For example, Falstaff Brewing, H. J. Heinz, Anheuser-Busch, Warner-Lambert, Standard Oil of Indiana, Esso Standard Oil, Pacific Coast Borax, Phillips Petroleum, Emerson Drug and others. The leader in spot program expenditures is the Kellogg Co., investing an estimated 39% of its spot television facility money in programs alone."

More than half of tv's spot revenue comes from sales of time in the evening hours, about a third from daytime sales and 10% from sales of late night time, TvB showed in this second breakdown:

Day	$34,637,000	34.6%
Night	55,620,000	55.5%
Late night	9,952,000	9.9%
	$100,209,000	100%

Of the 2,702 companies which used spot television to advertise their wares or services during the first quarter of 1956, there were 1,174 whose gross tv spot time purchases amounted to $5,000 or more in that time, and 1,528 whose tv spot time purchases were less than $5,000.

The method by which TvB dollar estimates are made begins with reports of time sales by tv stations, who report to the Rorabaugh organization the amount and the type of time sold to spot advertisers. The current TvB report is based on data accumulated by Rorabaugh from 267 stations in 181 markets and then projected to full national proportions. These time figures are then translated into dollars by applying to each the gross one-time rate of the station.

Tv's Spot Clients

1st Quarter	No. of Advertisers
1949	267
1950	527
1951	987
1952	1277
1953	1260
1954	1950
1955	2346
1956	2702

(Source: N. C. Rorabaugh Co.)

TOP TV SPOT BUYERS, BY PRODUCTS, FOR FIRST QUARTER OF THIS YEAR

Agriculture	**$310,000**
Feeds, Meals	229,000
Miscellaneous	81,000
Ale, Beer & Wine	**8,323,000**
Beer & Ale	7,193,000
Wine	1,130,000
Amusements, Entertainment	**157,000**
Automotive	**3,280,000**
Anti-Freeze	22,000
Batteries	125,000
Cars	2,494,000
Tires & Tubes	125,000
Trucks & Trailers	95,000
Miscellaneous Accessories & Supplies	419,000
Building Material, Equipment, Fixtures, Paints	**805,000**
Fixtures, Plumbing, Supplies	146,000
Materials	129,000
Paints	142,000
Power Tools	213,000
Miscellaneous	175,000
Clothing, Furnishings, Accessories	**1,793,000**
Clothing	1,320,000
Footwear	422,000
Hosiery	29,000
Miscellaneous	22,000
Confections & Soft Drinks	**4,673,000**
Confections	2,795,000
Soft Drinks	1,878,000
Consumer Services	**2,952,000**
Dry Cleaning & Laundries	56,000
Financial	495,000
Insurance	396,000
Medical & Dental	20,000
Moving, Hauling, Storage	141,000
Public Utilities	1,510,000
Religious, Political, Unions	175,000
Schools & Colleges	26,000
Miscellaneous Services	133,000
Cosmetics & Toiletries	**7,442,000**
Cosmetics	2,334,000
Deodorants	525,000
Depilatories	203,000
Hair Tonics & Shampoos	1,906,000
Hand & Face Creams, Lotions	178,000
Home Permanents & Coloring	425,000
Perfumes, Toilet Waters, etc.	146,000
Razors, Blades	140,000
Shaving Creams, Lotions, etc.	876,000
Toilet Soaps	644,000
Miscellaneous	65,000
Dental Products	**4,253,000**
Dentifrices	3,716,000
Mouthwashes	329,000
Miscellaneous	208,000
Drug Products	**10,726,000**
Cold Remedies	3,342,000
Headache Remedies	1,589,000
Indigestion Remedies	2,030,000
Laxatives	1,063,000
Vitamins	579,000
Weight Aids	351,000
Miscellaneous Drug Products	1,456,000
Drug Stores	316,000
Food & Grocery Products	**28,461,000**
Baked Goods	4,789,000
Cereals	2,682,000
Coffee, Tea & Food Drinks	6,164,000
Condiments, Sauces, Appetizers	1,347,000

(Continues on page 32)

1ST QUARTER 1956

▶ TvB'S TOP 200 IN SPOT

Rank	Advertiser	Estimated Expenditure
1	Procter & Gamble	$5,782,800
2	Brown & Williamson	2,921,900
3	Sterling Drug	2,252,800
4	General Foods	2,053,800
5	Kellogg	1,780,000
6	Miles Labs	1,696,900
7	Colgate-Palmolive	1,583,100
8	Philip Morris	1,542,200
9	National Biscuit	1,478,400
10	General Motors	1,264,200
11	Bulova Watch	1,228,400
12	Anahist	1,194,400
13	American Tel. & Tel.*	1,143,300
14	Liggett & Myers	1,122,900
15	Carter Products	1,059,900
16	Ford Motor	985,100
17	Robert Hall Clothes	869,100
18	Charles Antell	847,300
19	Minute Maid	839,100
20	Continental Baking	761,400
21	Block Drug	751,200
22	Warner-Lambert Phar.	725,900
23	Helaine Seager	725,200
24	Peter Paul	724,700
25	Fla. Citrus Comm.	698,500
26	Grove Labs	659,700
27	Coca-Cola	654,800
28	Harold F. Ritchie	642,000
29	Borden	573,600
30	Nestle	542,400
31	Esso Standard Oil	531,500
32	J. A. Folger	531,300
33	Toni	497,700
34	Campbell Soup	495,600
35	R. J. Reynolds	487,800
36	Chrysler	481,700
37	Chesebrough-Ponds	474,500
38	Lever Brothers	471,000
39	Northern Paper Mills	448,400
40	B. T. Babbitt	433,200
41	P. Ballantine & Sons	429,600
42	Corn Products Refining	425,900
43	Benrus Watch	417,000
44	Tea Council of U.S.A.	403,800
45	Hills Bros. Coffee	403,500
46	Thomas Leeming	401,400
47	Vick Chemical	397,000
48	Piels Bros.	394,200
49	Better Living Enterpr.	393,900
50	Stokely-Van Camp	389,900
51	E. & J. Gallo Winery	388,400
52	Bristol-Myers	384,800
53	Reader's Digest Assoc.	378,900
54	Falstaff Brewing	377,900
55	Pepsi-Cola	373,700
56	Sales Builders	371,000
57	Seven-Up	368,400
58	Wildroot	364,800
59	Salada Tea	355,900
60	Tafon Dist.	355,500
61	Best Foods	349,400
62	Wesson Oil & Snow Drift	346,600
63	RCA	344,000
64	Armour	340,500
65	H. J. Heinz	327,300
66	Anheuser-Busch	325,400
67	Shell Oil	324,600
68	American Home Foods	313,800
69	Pabst Brewing	313,500
70	Plough Inc.	310,500
71	U. S. Tobacco	306,700
72	Ludens	294,600
73	Great A. & P. Tea	286,600
74	Hawley & Hoops	286,100
75	Standard Brands	285,600
76	Smith Brothers	279,900
77	Mennen	276,300
78	Brown Shoe	273,600
79	Seeck & Kade	273,200
80	Lee Ltd.	270,000
81	Pharmaceuticals Inc.	267,500
82	Glamorene	264,200
83	Beechnut Packing	262,700
84	Carling Brewing	261,000
85	Theo. Hamm Brewing	260,300
86	Carnation **	258,800
87	General Baking	230,300
88	Standard Oil (Ind.)	230,200
89	P. Lorillard	229,500
90	Simoniz	227,900
91	Socony-Mobil Oil	227,400
92	American Chicle	224,300
93	Cream of Wheat	221,500
94	Sealy Mattress	218,700
95	Eastern Guild	217,900
96	General Mills	217,500
97	Morton Frozen Foods	216,300
98	Pacific Coast Borax	214,900
99	F. & M. Schaefer Brew.	213,500
100	Thomas J. Lipton	212,800
101	Lewis Food	212,000
102	Safeway Stores	211,300
103	Duffy-Mott	207,900
104	Liebmann Breweries	206,500
105	Libby, McNeil & Libby	203,500
106	Sunshine Biscuit	203,100
107	Lucky Lager Brewing	202,200
108	Standard Oil (Ohio)	199,900
109	Hudson Pulp & Paper	192,800
110	American Bakeries	190,500
111	Grant	188,700
112	National Brewing	186,900
113	Converted Rice	185,100
114	Internatl. Cellucotton	184,100
115	Alkaid	181,900
116	Grocery Store Products	181,400
117	W. F. McLaughlin	179,100
118	Avon Products	174,100
119	Monarch Wine	171,600
120	B. C. Remedy	171,600
121	Welch Grape Juice	169,500
122	Seabrook Farms	168,600
123	Phillips Petroleum	168,600
124	Ward Baking	162,200
125	Pillsbury Mills	158,300
126	Kroger	156,900
127	San Francisco Brewing	155,500
128	Paxton & Gallagher	155,100
129	Jackson Brewing	153,000
130	Ralston-Purina	149,400
131	Duncan Coffee	148,300
132	Top Value Enterprises	147,000
133	Langendorf United Bak.	145,500
134	Bank of America	143,600
135	Jacob Ruppert Brewery	143,100
136	S. A. Schonbrunn	142,800
137	Kraft Foods	140,700
138	Gordon Baking	140,200
139	V. La Rosa & Sons	139,800
140	Duquesne Brewing	138,200
141	Buitoni Products	135,800
142	Sardeau	135,300
143	Richfield Oil	135,200
144	Household Finance	135,100
145	Drewrys	134,000
146	International Milling	132,600
147	Qual. Bakers of Amer.	130,900
148	Blue Plate Foods	129,800
149	G. H. P. Cigar	129,000
150	Geo. Wiedemann Brew.	128,200
151	Hazel Bishop	127,300
152	Drackett	126,600
153	Walgreen	126,100
154	Gunther Brewing	125,100
155	General Electric	124,700
156	Continental Oil	124,500
157	National Enterprises	123,100
158	Gold Seal	122,400
159	Petri Wine	122,400
160	G. Heileman Brewing	122,300
161	Bond Stores	120,500
162	Assoc. Hospital Service	120,400
163	Wm. B. Reily	120,000
164	Williamson Candy	119,300
165	Mars	117,900
166	E. I. duPont de Nemours	117,000
167	M. J. B. Co.	116,500
168	Greyhound	115,600
169	CBS	115,600
170	Rival Packing	114,900
171	Remington Rand	112,400
172	New England Confec.	111,100
173	Jos. E. Schlitz Brewing	110,500
174	General Cigar	110,100
175	National Carbon	108,900
176	Rath Packing	108,100
177	Emerson Drug	107,600
178	William Wrigley Jr.	107,300
179	Chock-Full-O Nuts	106,900
180	American Stores	106,700
181	Rayco Mfg.	106,000
182	Jim Clinton Clo. Stores	105,900
183	Steph. F. Whitman & Son	105,800
184	Holsum Baking	105,600
185	Frito	101,700
186	S. S. S.	100,700
187	Stroh Brewing	100,300
188	Ohio Provision	100,300
189	International Salt	100,200
190	Swift	100,000
191	Castro Convertible	98,700
192	Schoenling Brewing	98,500
193	Los Angeles Brewing	97,800
194	Rev. Oral Roberts	97,600
195	Oscar Mayer	97,100
196	CVA	96,400
197	G. Krueger Brewing	96,000
198	Malt-O-Meal	95,000
199	Marlowe Chemical	94,900
200	Blumenthal Bros. Choc.	94,700

* Includes all Regional Tel. Cos.

** Includes Albers Milling Co.

(Continues from page 30)

Dairy Products	1,759,000
Desserts	174,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,328,000
Frozen Foods	2,156,000
Fruits & Vegetables, Juices (except frozen)	1,825,000
Macaroni, Noodles, Chili, etc.	621,000
Margarine, Shortenings	911,000
Meat, Poultry & Fish (except frozen)	1,405,000
Soups (except frozen)	353,000
Miscellaneous Foods	1,682,000
Food Stores	1,265,000
Garden Supplies & Equipment	**134,000**
Gasoline & Lubricants	**3,123,000**
Gasoline & Oil	2,974,000
Oil Additives	100,000
Miscellaneous	49,000
Hotels, Resorts, Restaurants	**48,000**
Household Cleaners, Cleansers, Polishes, Waxes	**1,579,000**
Cleaners, Cleansers	629,000
Floor & Furniture Polishes, Waxes	220,000
Glass Cleaners	123,000
Home Dry Cleaners	450,000
Shoe Polish	57,000
Miscellaneous Cleaners	100,000
Household Equipment	
Appliances	1,505,000
Household Furnishings	**768,000**
Beds, Mattresses, Springs	608,000
Furniture & Other Furnishings	160,000
Household Laundry Products	**4,747,000**
Bleaches, Starches	235,000
Packaged Soaps, Detergents	4,266,000
Miscellaneous	246,000
Household Paper Products	**1,108,000**
Cleansing Tissues	375,000
Food Wraps	187,000
Napkins	312,000
Toilet Tissue	127,000
Miscellaneous	107,000
Household General	**975,000**
Brooms, Brushes, Mops, etc.	153,000
China, Glassware, Crockery, Containers	22,000
Disinfectants, Deodorizers	100,000
Fuels (heating, etc.)	45,000
Insecticides, Rodenticides	33,000
Kitchen Utensils	6,000
Miscellaneous	616,000
Notions	**80,000**
Pet Products	**986,000**
Publications	**564,000**
Sporting Goods, Bicycles, Toys	**98,000**
Bicycles & Supplies	1,000
General Sporting Goods	3,000
Toys & Games	88,000
Miscellaneous	6,000
Stationery, Office Equipment	**73,000**
Television-Radio, Phonograph-Musical Instruments	**626,000**
Antennas	124,000
Radio & Television Sets	321,000
Records	158,000
Miscellaneous	23,000
Tobacco Products & Supplies	**7,081,000**
Cigarettes	6,680,000
Cigars, Pipe Tobacco	401,000
Smoking Accessories & Supplies	.....
Transportation & Travel	**665,000**
Air	277,000
Bus	149,000
Rail	214,000
Miscellaneous	25,000
Watches, Jewelry, Cameras	**1,834,000**
Cameras, Accessories, Supplies	43,000
Clocks & Watches	1,649,000
Jewelry	41,000
Pens & Pencils	101,000
Miscellaneous	.....
Miscellaneous	**1,040,000**
Trading Stamps	307,000
Miscellaneous Products	261,000
Miscellaneous Stores	472,000
	100,209,000

DECKINGER JOINS GREY ADV. JULY 2

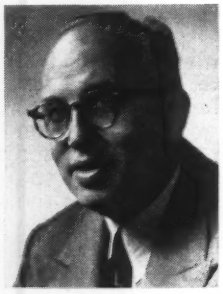
DR. E. L. (LARRY) DECKINGER, founder, director and vice president in charge of the research department, The Biow Co., will join Grey Adv., New York, on July 2, as vice president and media director, it was announced Wednesday by Arthur C. Fatt, Grey's president.

MR. DECKINGER

Dr. Deckinger will fill the vacancy created at the end of last year when Richard Bean resigned as Grey's media director to join McCann-Erickson Inc., New York. A near 20-year veteran of the advertising field, Dr. Deckinger joined Biow as an office boy in 1937, shortly after his graduation from New York U. He became vice president in 1952. Biow closes its doors June 30.

Jack Tarcher Leaves Biow To Handle Benrus at L&N

JACK D. TARCHER, vice president, Biow Co., New York, has been named senior vice president and management account supervisor of Lennen & Newell, New York, Adolph Toigo, president of the agency, announced last week. Mr. Tarcher formerly was head of his own agency, J. D. Tarcher & Co.



MR. TARCHER

The Benrus Watch Co. (former Biow account supervised by Mr. Tarcher), with an advertising budget of $2.5 million, has appointed Lennen & Newell to handle its advertising effective July 1. Mr. Tarcher has been associated with Benrus for 32 years. He has resigned his association with the accounts of Seeman Brothers Inc., packer of White Rose tea, and Julius Wile Sons & Co., wine and liquor importer.

N. W. Ayer Adds Personnel

ADDITIONS to the New York and Hollywood offices of N. W. Ayer announced last week included: Eileen P. Cummings, formerly assistant to media director, Paris & Peart, and David Pollard, formerly copywriter, William Weintraub, to New York as a member of radio-television research and of the radio-television copy department respectively; Edward J. Pyle Jr., formerly with CBS, to Hollywood in charge of the newly-organized film department. Also announced was the transfer of Henry G. Harper, from public relations to the service department in New York.

FORECAST

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

May 19 (7-7:30 p.m.) *Gene Autry Show*, **William Wrigley Jr. Co., through Ruthrauff & Ryan** (also May 19, 26, June 2, 9, 16, 23, 30).

May 24 (8:30-9:30 p.m.) *Climax*, **Chrysler Corp., through McCann-Erickson.**

June 2 (9:30-11 p.m.) *Ford Star Jubilee*, "A Bell for Adano," Ford Motor Co. through J. Walter Thompson.

June 7 (8:30-9:30 p.m.) *Shower of Stars*, Chrysler Corp., through McCann-Erickson.

NBC-TV

May 14-18 (5:30-6 pm.) *Howdy Doody* participating sponsors (also May 21-25, 28-June 1)

May 15 (8-9 p.m.) *Milton Berle Show*, **Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.**

May 17-18 (3-4 p.m.) *Matinee*, participating sponsors (also May 21-25, 28, June 1, 7-8, 11-15).

May 20 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha, through Bozell & Jacobs.

May 20 (7:30-9 p.m.) *Sunday Spectacular*, "Maurice Chevalier Show," participating sponsors.

May 21 (7:30-7:45 p.m.) *Gordon MacRae Show*, Lever Bros., through BBDO (also May 28).

May 22 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also May 24, 29, 31).

May 27 (3:30-4 p.m.) *Zoo Parade*, sustaining.

May 27 (4-5 p.m.) *Antarctica: Third World*, sustaining.

May 28 (8-9:30 p.m.) *Producer's Showcase*, "Bloomer Girl," Ford Motor Co., through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul, Lefton and Grey.

May 30 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 3 (9-10 p.m.) *Goodyear Playhouse*, "The Sentry," Goodyear Tire & Rubber Co., through Young & Rubicam.

June 5 (8-9 p.m.) *Milton Berle Show*, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.

June 9 (9-10:30 p.m.) *Max Liebman Presents*, "Sweethearts," Oldsmobile, through D. P. Brother.

June 13 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods Co., through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T]

Dominant

in power! WXEX-TV, basic NBC-TV station serving Richmond, Petersburg and Central Virginia, has *maximum power*—316 KW. That's *dominance!*

in tower! WXEX-TV has *maximum tower height* —1049 feet above sea level and 943 feet above average terrain. That makes WXEX-TV more than 100 feet higher than any station in this market. That's *dominance!*

Dominant

in viewers per rating point! Because its unique tower location carries its maximum power to heavily populated communities that no other TV station in this market can reach, WXEX-TV *delivers more viewers per rating point.* That's *dominance!*

Dominant

in Richmond, Petersburg and Central Virginia.

WXEX-TV

Tom Tinsley, President **CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

ADVERTISERS GET BIG-TIME RESULTS WITH WFAA-TV!...

This is a picture of a sale. And we believe that sales are the only measure of results on TV. Hamm's Beer believes the same thing... now beginning their 4th year on the 10:00 P.M. news, reported by Joe Templeton. If you're looking for big time results in the big Dallas-Fort Worth market.....

We have got it!!

WFAA-TV

CHANNEL 8—DALLAS
YOUR NBC - ABC STATION
Covering 564,080 Television Homes

Call Your
PETRYMAN
for availabilities, market data, and complete coverage information.

BOB COLWELL LEAVES SSC&B FOR JWT POST

ROBERT (Bob) COLWELL, partner and creative head of Sullivan, Stauffer, Colwell & Bayles, New York, has resigned to return to J. Walter Thompson, New York, as an executive in the creative department. It was understood Mr. Colwell's decision to leave SSC&B was because he prefers to work creatively without the administrative responsibility that is necessary as a partner of an agency.

MR. COLWELL

At JWT, Mr. Colwell probably will be on duty six months out of the year, with a good deal of European traveling during the rest of the year among the agency's European offices.

DEPT. STORE EXECUTIVE SEES TV TOP AD MEDIUM

Kenneth G. Holmes, vice president of Wurzburg's, Grand Rapids, Mich., tells buying group meeting at Houston that video sells his firm 'more effectively than any other medium we have ever used.'

TELEVISION can enable a department store to sell itself to the public "more effectively than any other medium," according to Kenneth G. Holmes, vice president and general sales manager of Wurzburg Department Store, Grand Rapids, Mich.

Mr. Holmes expressed this belief in a speech before the Arkwright Merchandising Corp., a buying group of more than 100 department stores, meeting in Houston, Tex., a fortnight ago. Said Mr. Holmes:

"We believe very strongly that before we can hope to sell our merchandise, we must first sell our store. Television enables us to do this more effectively than any other medium we have ever used.

"It, in the first place, reaches more people. Our largest newspaper circulation is 110,000. Our television reaches into over 300,000 homes in our selling area with television sets.

"Secondly, our message can be presented more dramatically with all of the magical techniques of picture and sound that is the miracle of television."

Wurzburg is using television in a number of ways, Mr. Holmes continued. These include tying in spot announcements following national programs on WOOD-TV Grand Rapids; developing children's business by sponsoring a weekly local cowboy television program; spots on the *Mickey Mouse* tv show, and *The World of Fashion*, fashion show produced live at WOOD-TV and sent by microwave simultaneously to WKZO-TV Kalamazoo, WWTV (TV) Cadillac, and WPBN-TV Traverse City.

The World of Fashion features a weekly "door prize drawing." Viewers are invited to write in giving their names and addresses and each week a winner is drawn from a giant, revolving globe of the world.

A&A SHORTS

Glenn-Jordan-Stoetzel Inc., Chicago advertising agency, has changed name to Stoetzel & Assoc.

Ketchum, MacLeod & Grove Inc., Pittsburgh, has opened N. Y. office at 155 E. 44th St., with **Robert P. Lytle,** vice president, named N. Y. manager.

Warwick & Legler, L. A., moved to new Tishman Bldg., 3325 Wilshire Blvd.

Lago & Whitehead Inc., Wichita, Kan., agency, moved to 514 S. Topeka St.

Thomas F. Conroy Inc., San Antonio, Tex., agency, has established department of consumer and market research under direction of **Frederick A. Peery.**

The Dreyfus Co., L. A., moved to larger offices at 511 N. La Cienega Blvd.

Emil Mogul Co., N. Y., has moved to 615 Madison Ave., New York 22. New telephone: Templeton 8-7100.

Kenyon & Eckhardt, N. Y., opened ninth regional office at 462 Boylston St., Boston.

Erwin, Wasey & Co., N. Y., appoints Harshe-Rotman Inc., Chicago, public relations counsel.

Powell & Schoenbrod Adv. and **Herbert Summers Hall Adv.,** Chicago agencies, merged under Powell & Schoenbrod name, 430 N. Michigan Ave. Robert Schoenbrod is president and Mr. Hall vice president.

Guild, Bascom & Bonfigli Inc., San Francisco agency, named volunteer agency for Boy Scouts of America Scout-O-Rama in San Mateo County area June 1-2.

League of Advertising Agencies, N. Y., has adopted group life insurance plan open to personnel of member agencies, providing for life insurance, disability and hospitalization benefits.

A. C. Nielsen Co., N. Y., will open marketing research facilities at Fond du Lac, Wis., in

LATEST RATINGS

NIELSEN

TOP RADIO PROGRAMS (TWO WEEKS ENDING MARCH 24)

Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	No. of Homes Reached (000) Total Audience
Evening, Once-a-Week					(Average for All Programs)		(705)
1.	Dragnet	RCA	Kenyon & Eckhardt	NBC	185	Tues., 8-8:30	1,692
2.	People Are Funny	RCA Brown & Williamson Tobacco Co. Olson Rug Co.	Kenyon & Eckhardt Ted Bates Presba, Feller & Presba	NBC	172	Thurs., 8-8:30	1,692
3.	Our Miss Brooks	Toni	North Adv. Agency	CBS	203	Sun., 8-8:30	1,645
4.	You Bet Your Life	DeSoto	BBDO	NBC	194	Wed., 9-9:30	1,598
5.	Edgar Bergen	CBS-Columbia	Ted Bates	CBS	200	Sun., 7-8	1,504
6.	Edgar Bergen	Brown & Williamson Tobacco Co.	Ted Bates	CBS	200	Sun., 7-8	1,457
7.	Two for the Money	P. Lorillard	Lennen & Newell	CBS	203	Sun., 8:30-9	1,457
8.	News & Gene Autry	William Wrigley Jr. Co.	Ruthrauff & Ryan	CBS	191	Sun., 6-6:30	1,316
9.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,222
10.	Godfrey's Scouts	Lipton Tea	Young & Rubicam	CBS	171	Mon., 8:30-9	1,175
Evening, Multi-Weekly					(Average for All Programs)		(752)
1.	News of the World	Miles Labs	Geoffrey Wade	NBC	194	Mon.-Fri., 7:30-45	1,598
2.	One Man's Family	Participating Sponsors		NBC	182	Mon.-Fri., 7:45-8	1,504
3.	Lowell Thomas	United Motors Service Division of General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,269
Weekday					(Average for All Programs)		(1,269)
1.	Wendy Warren	Philip Morris	Biow-Beirn-Toigo	CBS	191	Alt. Days, Mon.-Fri. 12-12:15	2,068
2.	Helen Trent	Pharmacal	Doherty-Clifford-Steers & Shenfield	CBS	185	Mon.-Fri., 12:30-45	1,974
3.	Helen Trent	Chesebrough	J. Walter Thompson	CBS	114	Fri., 12:30-45	1,974
4.	Helen Trent	Toni	North Adv. Agency	CBS	188	Mon. & Wed., 12:30-45	1,927
5.	Wendy Warren	Hazel Bishop	Raymond Spector	CBS	190	Alt. Days Mon.-Fri., 12-12:15	1880
6.	Young Dr. Malone	Chesebrough-Ponds	J. Walter Thompson	CBS	112	Tues. & Thurs 1:30-1:45	1,833
7.	Wendy Warren	Standard Brands	Ted Bates	CBS	190	Alt. Days Mon.-Fri., 12-12:15	1,833
8.	A. Godfrey	Lewis Howe	Dancer-Fitzgerald-Sample	CBS	195	Alt. Fri., 10-10:15	1,833
9.	Guiding Light	Procter & Gamble	Compton	CBS	143	Mon.-Fri., 1:45-2	1,786
10.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	203	Fri., 11-11:15	1,692
Day, Sunday					(Average for All Programs)		(423)
1.	Robert Trout News	General Motors	Campbell-Ewald	CBS	164	Sun., 10-10:15	987
2.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	198	Sun., 1-2	846
3.	Hour of Decision	Billy Graham Evangelistic Assn.	Walter F. Bennet	NBC	115	Sun., 10-10:30	705
Day, Saturday					(Average for All Programs)		(658)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,551
2.	Metropolitan Opera	Texas Co.	Kudner	ABC	340	Sat., 2-concl.	1,316
3.	Allan Jackson-News	Chevrolet	Campbell-Ewald	CBS	178	Sat., 10-10:05	1,222

Copyright 1956 by A. C. Nielsen Co.

VIDEODEX

TOP TEN SPOT PROGRAMS* APRIL 1-7

	Name of Program	% Tv Homes	No. of Cities	No. Tv Homes (000's)
1.	Dr. Hudson's Secret Journal (MCA-TV Ltd.)	17.7	106	3,834
2.	I Led Three Lives (Ziv)	17.2	119	5,180
3.	Highway Patrol (Ziv)	17.0	166	6,033
4.	Liberace (Guild Films)	16.0	73	3,796
5.	Badge 714 (NBC-TV Films)	15.3	109	3,932
6.	Count of Monte Cristo (TPA)	15.2	57	2,700
7.	Annie Oakley (CBS-TV Film Sales)	15.1	137	5,232
8.	Mr. District Attorney (Ziv)	15.0	93	3,361
9.	Celebrity Playhouse (Screen Gems)	14.9	72	2,146
10.	Guy Lombardo (MCA-TV) Science Fiction Theatre (Ziv)	14.8	49 122	1,869 4,510

* Appearing in a minimum of 20 markets.

Copyright, Videodex Inc.

about two months to handle increased business volume of firm's Food Drug Div. C. V. Stewart, vice president and production manager of division, will direct Fond du Lac operation in development stage.

Zimmer, Keller & Calvert Inc., Detroit, elected to membership in American Assn. of Advertising Agencies.

North Adv. Inc. announces consolidation of all Chicago operations in Merchadise Mart. Agency formerly maintained part of operations at 430 N. Michigan Ave.

Whirlpool-Seeger Corp., St. Joseph, Mich., announces $19 million-plus expansion program for Evansville, Ind., division, with addition of 90,000 square feet to plant acquired from International Harvester Co. last year. Expansion calls for retooling of 1957 refrigerator and freezer lines in plant No. 2 and production of air-conditioning units and components for refrigerators and freezers in plant No. 1. By year's end company will have spent $40 million in modernizing Evansville division.

AGENCY APPOINTMENTS

Sugardale Provision Co. (bacon, meat products), Canton Ohio, appoints Lang, Fisher & Stashower, Cleveland, Ohio.

Golden Gift Inc. (orange juice), De Land, Fla., to Kastor, Farrell, Chesley & Clifford, N. Y. Account previously serviced by Harris & Whitebrook Advertects Inc., Miami Beach.

Quisenberry Mills Inc. (feeds), Kansas City, names Jefferson City, Mo., office of Jackson, Haerr, Peterson & Hall Inc. Client, which distributes in Midwest and West, will introduce new line of feeds.

Gold Bond Stamp Co., Minneapolis, appoints Bruce B. Brewer & Co., Minneapolis.

American Hoppi-Copters Inc., Washington, names Courtland D. Ferguson Inc., that city, for one-man helicopter being developed.

Russell-Miller Milling Co., Minneapolis, names John W. Forney Inc., that city, for flour promotion, effective July 1.

Daystrom Furniture (subsidiary of Daystrom Inc.), Olean, N. Y., appoints BBDO, Buffalo, effective June 15.

Horlicks Corp. (malted milk, chocolate, cocoa products), Racine, Wis., appoints John W. Shaw Adv. Inc., Chicago.

Magnecord Inc. (tape recorders), Chicago, appoints Gourfain-Cobb & Assoc., same city.

American Elite Inc. (importer-distributor of Telefunken radio-phonographs), N. Y., to Robert W. Orr & Assoc., N. Y. Account formerly handled by Manhattan Adv., N. Y.

SPOT NEW BUSINESS

Anheuser-Busch Inc. (Budweiser beer), St. Louis, has launched extensive spot radio campaign in 100 markets as supplement to its $1 million-plus baseball coverage on KTVI (TV) St. Louis and 100-station regional radio network fed by KMOX that city. Spot drive will run through late fall, according to D'Arcy Adv. Co., St. Louis, which handles account.

Avoset Co. (cream), San Francisco, using tv in 86 markets and radio in 83 for spring promotion of Quip pressurized cream whip. Agency: Harrington-Richards, S. F.

Lady Esther Div. of Zonite Products Corp., Chicago, for new Lady Esther "Sheer Flattery" creme make-up, launching six-month introductory drive starting June 1, with local spot tv to be used. Dancer-Fitzgerald-Sample Inc., Chicago, is agency.

Burshere Sales Corp., for Ferguson's Formula 71 (chewing gum reducing aid), N. Y., has launched market by market saturation spot radio and tv campaign, running four weeks. Expansion of campaign will depend on product's distribution. Blaine-Thompson Co., N. Y., is agency.

NETWORK BUSINESS

Corn Products Sales Co. (Niagara cold water starch), N. Y., expanding advertising activity with participating sponsorship of CBS Radio's *Road of Life, Young Dr. Malone* and *Romance of Helen Trent,* effective immediately. Agency: C. L. Miller, N. Y.

The Wolco Co. (household automotive products), L. A., has signed to share sponsorship of Tuesday and Thursday, 4:45-5 p.m. editions of *Sam Hayes News* on Don Lee radio network. Contract for 13 weeks was placed by Elwood J. Robinson Adv., L. A.

F. W. Woolworth Co., which last year entered network radio has renewed *Woolworth Hour* on CBS (Sunday, 1-2 p.m. EDT), for another 52 weeks, effective June 3. Agency: Lynn Baker Inc., N. Y.

Firestone Tire & Rubber Co., Akron, Ohio, through Sweeney & James Co., Cleveland, has renewed for 52 weeks ABC Radio and ABC-TV simulcast of *Voice of Firestone.* Now in its 29th consecutive year, *Voice* enters its third on ABC and seventh as simulcast.

A&A PEOPLE

A. Mitchell Finaly, advertising director, Bymart-Tintair Inc. (hair coloring and shampoo) N. Y., elected vice president in charge of advertising. **Saul Tanner,** formerly with Jules Montenier Inc., Chicago, now division of Helene Curtis Industries Inc., also Chicago, named Bymart-Tintair eastern regional sales manager.

John S. Osterstock Jr., advertising manager of R. J. Mealey Corp. (point-of-sale displays), San Francisco, to radio-tv department of Erwin, Wasey, L. A., as timebuyer.

Robert K. McCabe, account executive, Barlow Adv. Agency, Syracuse, N. Y., appointed vice president.

Jesse L. Livermore, The Biow Co., N. Y., elected vice president, Russel M. Seeds Co., Chicago.

Harvey M. Manss, vice president and head of Bayer Co. Div., Sterling Drugs Inc., N. Y., for almost 20 years, retired. He is director of Sterling Drugs.

S. T. Seaman appointed vice president, John W. Shaw Adv. Inc., Chicago, continuing as account supervisor and member of agency's plans board and executive committee.

Edmund Burke, account executive, Dancer-Fitzgerald-Sample, N. Y., appointed vice president of agency.

Lou Epton, director of talent, WREX-TV Rockford, Ill., to Sheldon M. Heiman Agency, Chicago, as radio-tv director.

Joseph Furth, account executive, Ruthrauff & Ryan Inc., Chicago, to Henri, Hurst & McDonald Inc., that city, as vice president.

Robert M. Rhoads, trade relations manager for *Saturday Evening Post* San Francisco office, to BBDO, L. A., as account executive for Rexall Proprietaries.

Charles B. Ryan, advertising manager, Firestone Tire & Rubber Co., Akron, Ohio, appointed to new position of general advertising and merchandising manager.

Maxfield S. Gibbons, account executive, Ketchum, MacLeod & Grove, Pittsburgh, Pa., transferred to N. Y. office as account executive on Westinghouse Broadcasting Co. **Arthur R. Poutray,** vice president and account executive, Gale Benn Assoc., N. Y., to KM&G, N. Y., as public relations account executive.

James T. Stevenson, account executive and marketing director, The Caples Co., San Francisco, and **Charles G. Gordon,** operator of S. F. agency, to Long Adv., that city, as account executives.

Harold J. McCormick, formerly manager of advertising and tv sales promotion, general Electric Co., appointed director of advertising and sales promotion, Motorola, Inc., Chicago.

Albert W. Metzger, advertising director, Alexander Smith Inc. (carpets), N. Y., to Donahue & Co. Inc., N. Y. agency, as account executive.

Ray Champion, formerly executive vice president and general manager of Applegate Adv. Agency, Muncie, Ind., appointed advertising and merchandising director of Harnischfeger Homes Inc., Port Washington, Wis.

Arthur W. Peterson, formerly manager of Quaker Oats Co.'s Sherman, Tex., office, appointed central division sales manager with headquarters in Chicago. He succeeds **Richard R. Fenner,** named institutional and industrial food sales manager.

Louise Crocker, media director, W. B. Doner

Bus Stop

SEEKING closer agency-client relations, Charles Bowes, president of the Los Angeles agency bearing his name, loaded his entire 18-man staff into a bus for a visit to four clients. Visited were Axelson Manufacturing Co., Brea Chemicals Inc., Southwestern Engineering Co. and Beckman Instruments Inc.

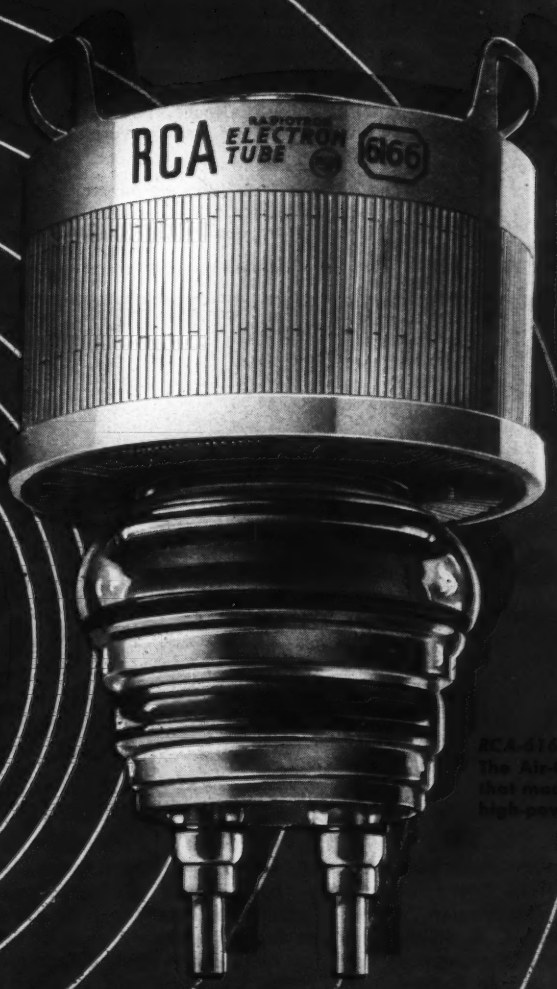
The advertising manager of one of the firms visited thought so much of the idea he returned the call with his entire staff. The agency also plans to visit other clients at a later date.

'Film Festival' Bonus

IN an aggressive attempt to attract advertisers to remain during summer months with its *Afternoon Film Festival* (Mon.-Fri., 3-5 p.m. EDT), ABC-TV is offering a bonus arrangement for four or more purchases of participations during the June 4 to Aug. 31 period, it was learned last week.

The network is offering a bonus of one participation for four purchased; three free for a 10-participation buy, and working up to a maximum of 12 free participations for a purchase of 40 or more participations. The incentive plan amounts to a 25 to 30% additional discount to advertisers over the usual discounts (rate scale ranges from a top $2,500 down to about $1,600 per participation depending on the frequency).

RCA Time-proved Tube Designs—for longer service



10,273 HOURS "ON-AIR"

. . . in almost 2 years of operation

It takes *stamina* to withstand the wear and tear of day-in, day-out operation in a high-power television transmitter—and RCA power tubes really have it.

From WTCN-TV, for example, Chief Engineer Joseph Kahnke recently reported that an RCA-6166 in the 30-kw aural amplifier of the RCA-50-kw "VHF"—*clocked 10,273 hours of on-air service before the tube eventually was retired.*

RCA-6166 is just ONE of the many RCA power types now paying extra dividends to broadcast and television stations throughout the industry—in terms of lower capital investment per hour of tube performance—lower station operating costs—and minimum equipment "outage."

Your RCA Tube Distributor can fill all your broadcast tube requirements promptly.

HOW TO GET MORE HOURS FROM AN RCA-6166

- Maintain filament voltage at 5 volts—right at tube terminals.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- If power amplifier uses spring finger socket contacts, make sure each finger is clean—and has ample tension for good contact (to prevent arcing).
- Handle RCA-6166 *carefully* to avoid damage through mechanical shock.
- Operate RCA-6166 within RCA ratings; Follow instructions packed with each tube.
- Operate spare tubes periodically.
- Test each RCA-6166 in actual operation as soon as you receive it.

TUBES FOR TELECASTING

RADIO CORPORATION OF AMERICA, HARRISON, N. J.

& Co., Baltimore, to Applestein, Levinstein & Golnick Adv. Agency, that city, in similar capacity.

Chester B. Hayes, Gray Research of Hartford, Conn., appointed sales promotional manager of M. H. Rhodes Co. (timing controls, parking meters), Hartford, to coordinate and expand firm's advertising and sales promotion program.

Lou Epton, director, WREX-TV Rockford, Ill., to Sheldon M. Heiman Inc., Chicago agency, as tv and radio director.

Edward P. Wurtzebach, formerly account media director, Leo Burnett Co., Chicago, appointed associate media director at J. Walter Thompson Co., same city. **Rudy Perz,** tv commercial writer, Grant Adv., Detroit, to J. Walter Thompson Co., Chicago, in same capacity.

AMERICAN AIRLINES and five CBS Radio stations have signed a three-year contract renewing the airlines' sponsorship of the all-night *Music 'Til Dawn* program series [B•T, April 16]. The stations are KCBS San Francisco, KNX Los Angeles, WBBM Chicago, WCBS New York, and WTOP Washington. At the signing are (seated l to r): Arthur Hull Hayes, CBS Radio president; C. R. Smith, American Airlines president, and Charles R. Speers, senior vice president in charge of sales for American Airlines. Standing: Adolph J. Toigo, president of Lennen & Newell Inc., airline's agency, and Wendell B. Campbell, CBS Radio vice president in charge of CBS Radio Spot Sales.

Jack A. Bain, media group leader, Gardner Adv. Co., St. Louis, to Ridgway Adv. Co., that city, as assistant director of media and research.

A. Hundley Griffith to radio-tv director, Doremus & Co., N. Y., succeeding **William T. Mann,** resigned to join Ted Bates Inc., N. Y., as radio-tv supervisor.

Richard Eckler, director, tv-radio department, Kastor, Farrell, Chesley & Clifford, N. Y., and **Paul Ross,** member, co-operative program sales department, NBC, to C. J. La Roche, N. Y., in television-radio department.

Burnet Ford, with D'Arcy Adv. Co. 16 years, to radio-tv department in agency's St. Louis office. He will devote full time to radio-tv production.

Mrs. Kay Teters, advertising manager, Rider's Jewelry Co., Baton Rouge, La., to office manager of new Baton Rouge branch of Sewell, Caire & Radlauer, New Orleans agency.

Warren Ambrose, formerly creative group head of The Biow Co., N. Y., appointed copy director, Compton Adv. Inc., Chicago.

Bernard I. Burt, promotion manager, *Tv Guide*, Phila., to Snellenburgs Market, that city, as public relations and special events director.

Ted R. Haines, formerly production manager, Adolph L. Bloch, Portland, Ore., to Hal Short & Co., Portland agency, in that capacity.

Allan Black, formerly in charge of tv film production, C. J. LaRoche, N. Y., to Franklin Bruck Adv., N. Y., as television production director.

Dan Content, television art director, Benton & Bowles, N. Y., for past five years, named head of television art department of agency.

Mary McM. Osher, timebuyer, rejoins N. W. Ayer, N. Y., after year's tour of Europe. **David Lyons,** free-lance artist, to Ayer art staff; **Richard W. Stephenson III,** account manager, Reuben H. Donnelley, Phila., to Ayer public relations department.

Frank H. Newton, Chicago, to creative staff of Clinton E. Frank Inc., Chicago agency.

James A. Rowe, creative director and account executive, R. L. Polk & Co., Chicago direct mail agency, to Grant Adv. Inc., Detroit, as assistant creative director.

Robert Collier, formerly with Handy Assoc., management consulting firm, to international operations dept., General Foods Corp., as sales and advertising manager for Latin America.

Robert M. Bassett, formerly public relations director, Scruggs, Vandervoort & Barney, St. Louis department store, to Frank Block Assoc., advertising agency there, as director of public relations.

Lewis Nowlan, formerly production buyer, McCann-Erickson, and **Paul Morris,** package designer, American Can Co., to Waldie & Briggs Inc., Chicago agency, as assistant production manager and keyline artist, respectively.

David A. Brown, copywriter, Morse International Inc., N. Y., to Geyer Adv., N. Y., as copywriter. **Eugene Letourneau,** assistant traffic manager, Ruthrauff & Ryan, Detroit, to Geyer Adv., Detroit, as traffic manager, succeeding **Herbert F. Hamilton,** resigned.

Bernard Heller, associate director of research, Harry B. Cohen, N. Y., promoted to director of research.

John Andrews, formerly of Kroeger Co., Cincinnati, Ohio, and **Sidney Neuwrith,** formerly of Mutual Insurance Advisory Assoc., N. Y., to research dept., Grey Adv., N. Y., as marketing specialist and operations research specialist, respectively. **Franklin Wiener,** assistant director, advertising and sales promotion, WCBS-TV New York, to Gray Adv., N. Y., as copywriter.

Frank Schwartz, formerly associate editor of *Construction* magazine, N. Y., to Emil Mogul Co., N. Y., as assistant to director of public relations.

Gordon Dille, information services dept. of Westinghouse Electric Corp., to William Esty Co., N. Y., as industrial publicist on National Carbon Co. account.

Armond Fields, research associate at U. of Illinois and Illinois College, to research staff of McCann-Erickson Inc., Chicago.

Martin Koehring, copy department, McCann-Erickson, N. Y., appointed creative director, Marschalk & Pratt Div. of McCann-Erickson.

Gerald A. Brown, formerly tv copy supervisor for Chesterfield cigarettes, Cunningham & Walsh, N. Y., to L. A. office of Foote, Cone & Belding as copy supervisor.

Edwin Wentz, formerly art director, J. R. Pershall Co., Chicago, to Waldie & Brings Inc., same city, in similar capacity.

Harold L. Palmer, radio-tv publicist, Warner Bros., to head public relations department of Wendell W. Olsen Co., Beverly Hills, Calif., new advertising agency and public relations firm.

Ruth Davis, publicity director, Product Services Inc., N. Y., named to additional post of research director.

Phillip E. Mason, J. Walter Thompson Co.; **William T. Bendler,** Brooke, Smith, French & Dorrance, and **Travis S. Hubbard,** Fred M. Randall Co., all Detroit, to copy-contact staff on Dow Chemical Co. account, MacManus, John & Adams Inc., Bloomfield Hills, Mich. **Richard Lavoy,** art staff, Ruthrauff & Ryan Inc., Detroit, to MacManus, John & Adams as art director in promotion art department.

Howard Grossman, formerly assistant director of research, Raymond Spector Agency, Phila., to Advertest Research, New Brunswick, N. J., to work on "Colortown" joint color tv research study for BBDO and NBC [B•T, March 5].

Helen Hoagland, formerly copywriter at Young & Rubicam Inc., Chicago, to Leo Burnett Co., same city, in similar capacity.

Rita Forrester to Interstate Supply Co., St. Louis RCA products distributor, as advertising manager.

Craig Bowen, art department, MacManus, John & Adams, Bloomfield Hills, Mich., promoted to art director in charge of new packaged goods group.

Mari Hayes, copywriter, Young & Rubicam, N. Y., to Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., in similar capacity.

Walter Butcher, 52, president of Bayless-Kerr Adv. Agency, Cleveland, Ohio, died May 4.

NEWS NEWS NEWS

Clean Sweep in the Carolinas!

by

WSJS Radio and Television

WINSTON-SALEM, NORTH CAROLINA

FIRST PLACE AWARDS FOR EXCELLENCE IN NEWS OPERATIONS FOR BOTH RADIO AND TELEVISION STATIONS WON BY WSJS

For Radio Stations in the 5000 Watt Class and above and Television Stations, the Radio and Television News Directors Association of the Carolinas presented its first annual awards for excellence in news operations to Winston-Salem's first station—WSJS Radio and Television.

Previously in 1955, WSJS was accorded national recognition by winning the distinguished achievement award for radio news reporting presented by the National Association of Radio and TV News Directors and the Medill School of Journalism of Northwestern University.

In still another national arena, both WSJS Radio and Television were awarded the National Safety Council's Public Interest Award for exceptional service to safety on the farm 1954-55.

WSJS-Television with 316,000 watts maximum power reaches over 500,000 TV homes in an industrially expansive market of 75 counties in four states.

WSJS-Radio now in its 26th year of broadcasting covers an 18 county market, offering a larger share of audience in the rich Winston-Salem—Piedmont area.

LET WSJS RADIO AND TV WIN SALES FOR YOU IN NORTH CAROLINA'S RICH PIEDMONT MARKET

WSJS

WINSTON-SALEM

Radio Television

NBC AFFILIATES FOR WINSTON-SALEM, GREENSBORO, HIGH POINT

HEADLEY-REED, Representatives

WARNER CONTROL PASSES TO INVESTORS

More than 28% of picture firm now owned by investment firm headed by Serge Semenenko, First National Bank of Boston, giving group working control.

WORKING STOCK CONTROL of Warner Bros. Inc. was acquired last week by a group of investors, headed by Serge Semenenko, senior vice president of the First National Bank of Boston, who have purchased a major portion of the holdings in the corporation held by Harry, Albert and Jack Warner.

A brief announcement from the three Warner brothers gave no details of the transaction but merely said they had sold "a major portion" of their holdings to a syndicate under Mr. Semenenko's leadership, but would continue on the board of the company and retain "substantial stock" in Warner Bros.

It was reported the new group paid $27.50 a share for 700-800,000 shares of stock. This stock, together with shares the group previously had acquired, is said to represent more than 28% of the outstanding common shares of the film company. It is estimated the three Warner brothers and other members of their family retain 10% of the company's common stock.

Warner Bros. last March sold 850 feature films plus shorts to PRM Inc., for $21 million. It is reported the new group is earmarking this money for use in financing additional film production. In this connection, Warner Bros. is awaiting a ruling by the Internal Revenue Service on whether the sale of its films for tv use qualifies as a sale of assets to which the capital gains tax is applicable. It is reported that if IRS rules it is not applicable, the memorandum of sale would be nullified and ownership of the films would revert to Warner Bros.

Warner Bros. currently is producing for television the *Warner Bros. Presents* series, carried on ABC-TV. Several weeks ago the company announced it will produce four new half-hour tv film shows for next season [B•T, April 16]. They are: *Amazon Trader*, starring John Sutton; *96 William Street*, starring Lee Bowman; *Joe McDoakes*, featuring George O'Hanlon and, *Port of Call*, starring John Ireland.

Mr. Semenenko's group of investors is said to include S. H. Fabian, president of the Stanley-Warner Corp. and S-W Cinerama Corp. Stanley Warner Corp. owns WTRI (TV) Albany, which has suspended operations but has not turned in its cp. Mr. Fabian's status in the new group is unclear, since he is a major stockholder in Stanley-Warner, a theatre chain. Under the terms of the consent decree entered into by all major film companies and the Justice Dept., a major stockholder in a theatre chain would be barred from owning a controlling or substantial interest in a producing company, such as Warner Bros. pictures.

SUN DRUG CO. of Pittsburgh, Pa., has renewed its sponsorship of *Dr. Hudson's Secret Journal* on KDKA-TV there. Looking at most of the second series of 39 films are (l to r) Harold Perry, vice president in charge of advertising for Sun Drug; Lloyd Chapman, KDKA-TV sales manager, and Dick Dreyfuss, KDKA-TV film director.

FURR'S Inc. (supermarkets) will sponsor *Popcorn Theatre*, a Guild Film release, on KDUB-TV Lubbock, Tex. The hour-long film program will be highlighted with sponsorship breaks featuring a local "Poppo" clown. Jack Stone, Furr's advertising manager, signs the contract as W. H. Shipley, KDUB-TV vice president, watches.

NATIONAL TELEFILM TO BUY UM&M CORP.

Negotiations for acquiring television film distributor for $5 million reportedly completed. Deal would include acquisition of Paramount library of 1,600 cartoon and short subjects.

NATIONAL Telefilm Assoc., New York, reportedly has completed negotiations for acquiring UM&M Television Corp. for about $5 million, thereby obtaining the Paramount library of 1,600 cartoons and short subjects.

Though neither Ely Landau, NTA president, nor Charles Amory, UM&M president, would confirm or deny reports, B•T learned that Mr. Landau is preparing to announce the acquisition at a meeting of NTA's stockholders in New York tomorrow (Tuesday). The move is said to be the forerunner of other transactions by NTA, under which that company would purchase other tv film syndication organizations.

It is understood that NTA's principal interest in UM&M was to gain control of the Paramount library, which UM&M purchased last winter for about $3.5 million. The acquisition also includes distribution rights on 13 tv film series, including *Duffy's Tavern, Janet Dean, Registered Nurse, Sherlock Holmes, Flash Gordon* and *Paris Precinct*.

UM&M Television Corp. is a company consisting of three other organizations—Minot Tv, New York; Motion Picture Advertising Service Co., New Orleans, and United Film Service Inc., Kansas City, Mo. The New Orleans and Kansas City organizations primarily are devoted to the motion picture advertising field and these companies and activities are not involved in the transaction with NTA. They served as sales agents on the product to which Minot Tv originally had distribution rights.

NTA already is represented in tv film distribution with 285 feature films, including the productions of David O. Selznick, J. Arthur Rank and Sir Alexander Korda, plus various tv film series such as *China Smith, Lilli Palmer Presents, Orient Express, The James Mason Show* and *The Passerby*.

NTA Sells 'Secret Mission' To ABC, Re-run to WPIX (TV)

AN UNUSUAL SALES pattern was set last week by National Telefilm Assoc. which announced the sale of its 13-program adventure series, *Secret Mission*, to ABC-TV for showing starting June 29, and to WPIX (TV) New York for re-run after its cycle is completed on the network.

The series represents NTA's first network-exposed production. It is also believed to be the first time a syndicated show has been sold to a network on a first-run basis with a simultaneous transaction set for a re-run on a station.

ABC-TV will schedule the film series in the Friday, 8-8:30 p.m. EDT period, according to an NTA spokesman. Re-runs will be shown on WPIX starting in early October, with the time slot not yet set.

Bosustow Back for Opening

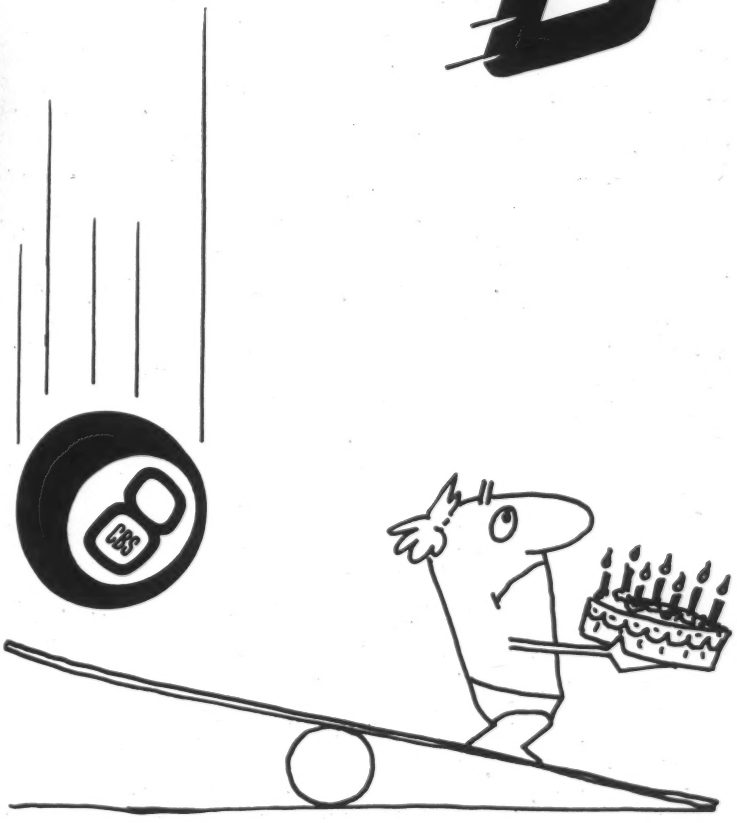
STEPHEN BOSUSTOW, president of UPA Pictures Inc., returned to Hollywood Thursday following a five-week visit to England where he established UPA Pictures Ltd., a London office to transact European business for the company's studios in Burbank and New York.

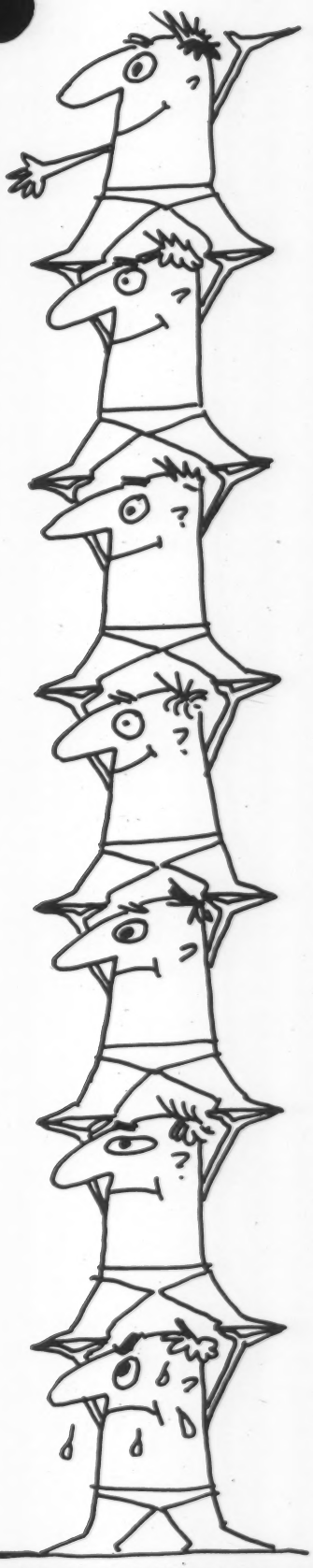
First business upon his return to this country was as host for the official opening of UPA's new expanded studio in New York.

VEGETABLE oils producer Humko Co. has signed for the *Man Called X*, a Ziv Television Programs production, on WMCT (TV) Memphis, Tenn. Looking over the recent Ziv ad series in B•T are (l to r): Lester Crain, vice president in charge of sales for Humko; Earl Moreland, WMCT manager, and Milton Simon, Simon & Gwynne, Memphis agency.

KFMB-TV's SEVENTH BIRTHDAY

GOING ON 8





KFMB-TV

WRATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIF.

Represented by
Edward Petry & Co., Inc.

STILL FIRST IN SAN DIEGO-AMERICA'S MORE MARKET

Television's One-Book

CAN that station handle color? How big is the market? Who's in charge? What's the FCC ruling? Who'll we call for more dope? Which agencies handle P & G? What's the name of that distributor with the new First Run Movies?

For the answer to these (and several thousand other) questions some 15,000 subscribers will reach for television's One-Book Reference Library—the B•T Telecasting Yearbook, Marketbook—the one with the blue cover.

This is the annual reference book that *lives*. This is the book that gets *reached for* almost automatically whenever the men and women who are active in television need data.

This is a good place for an advertiser. See the coupon?

Don't forget the final deadline has been advanced to July 1.

Proof deadline June 15.

Reference Library

Partial List of Contents

- Complete tv station directory, with key personnel and complete information about facilities.
- ARF tv homes, by counties; retail sales, foodsales, drugsales, and other market data by counties.
- Film, Equipment, Station Representative, Agency Directories.
- Network personnel, rates, route map, affiliates, and 599 other reference classifications.

To reserve space, use the coupon below—

Broadcasting • Telecasting
1735 DeSales St., N. W.
Washington 6, D. C.

Please reserve the space checked for the B•T Telecasting Yearbook & Marketbook. Final deadline July 1.

FIRM .....
ADDRESS .....
CITY ..... STATE .....
PER .....

- ☐ Double page
- ☐ Page
- ☐ Two-Thirds**
- ☐ One-Half*
- ☐ One-Third
- ☐ One-Sixth

SPACE RATES

Space	1 time	7 times	13 times	26 times	52 times
PAGE	$450	$420	$375	$345	$325
2/3	335	310	275	250	230
1/2	265	250	220	200	175
1/3	185	175	155	140	115
1/6	105	95	85	80	70

Screen: 100-line. Bleed size 9⅛" x 12¼".

*STATE SECTION: Minimum space ½ page, 8½" x 5⅛".

**Can not accommodate ⅓ page in state section.

Paramount Lists 700 Films For Disposal to Television

ANNUAL report of Paramount Pictures Corp., New York, released last week, observed that the company has some 700 feature films at its disposal for activity in the television field, although no mention was made whether Paramount would use them for its planned pay-as-you-see tv operation or for sale to a tv film distributor for free television.

The report pointed out Paramount holds an interest of about 85% in International Telemeter Corp., toll tv operation, and during 1955 submitted to the FCC its application for the system. It added that "the present heavy agenda confronting the FCC on other communications problems would make it unlikely that any final action will be taken by the body on pay television during 1956."

The company's Chromatic Television Labs. Inc., the report said, has developed prototype models of the Chromatic color tubes but "problems still exist in the mass production of the tube itself and these problems are being studied assiduously."

Consolidated earnings after taxes for the fiscal year ended Dec. 31, 1955, was listed at $9,707,929, equal to $4.49 per share, as compared with $9,003,802, or $4.10 per share in 1954.

'Industry Workshop' Service Being Set Up by Telestudios

FORMATION of independent studios for use as an "industry workshop" for tv services is being announced today (Monday) by George Gould, president of Telestudios Inc., New York. The studios, according to Mr. Gould, will have four camera chains, with complete camera, kinescope and film production facilities, and will be designed to meet the needs of agency executives, research directors, producers of live musicals, dramas and commercials as well as packagers of features and industrial films.

Mr. Gould said the firm plans to install Ampex Videotape recording equipment in the fall, making the studios "the only independent tape source in the industry." A two-way closed-circuit system will permit executives and creative personnel to make changes from their offices or conference rooms before a scene or sequence is filmed or kinescoped at the studio. Also to be used are closed-circuit facilities to pretest tv program and commercial material with a cross section of several thousand families in their own homes. Mr. Gould is a former CBS producer, director, and technical director.

Screen Gems' Malamed Raised

SEYMOUR H. MALAMED has been named director of fiscal affairs for Screen Gems, tv subsidiary of Columbia Pictures Corp. He joined Screen Gems a short time ago after serving as controller and later treasurer of Television Programs of America, which he helped to found three years ago. Before that, he had been business manager of the Charles Wick Office, talent representative. In his new post he reports to Burt Hanft, director of business affairs for Screen Gems.

MR. MALAMED

'Pilots' Rescued

MOST people in the tv film field have heard the observation that "there must be at least one good film series in a collection of pilot films that never got on the air." Barry & Enright Productions, New York, apparently subscribes to this theory and has formed a new division to operate as a clearing house for sale and distribution of individual pilot films, which B&E estimates to number about 10,000 throughout the country. B&E plans to incorporate groups of pilots of the same genre into a series for sale to stations and agencies and also to effect one-time sales of single pilots to stations, networks and established programs.

Episcopal Church Releases Film Series to Tv Stations

IN what was reported to be its first tv venture, the National Council of the Protestant Episcopal Church last week launched on 18 stations a series of 13 half-hour films titled *Mission at Mid-Century*.

The films, originally produced by the late Alan Shilin for motion picture theatre and church group use, are documentary in nature and are being offered at no charge to tv stations requesting them, through Shilin Film Service Corp., New York, a distributing organization. All 13 describe the work of the Episcopal Church at home and overseas. With the exception of two of the 13, all of the films were produced by the Radio-Tv Div., Protestant Episcopal Church, in cooperation with the National Council of Churches. The two were financed by the Diocese of Southern Ohio.

At a special luncheon in New York last Monday, the Rev. Dana F. Kennedy, executive director of the radio-tv division, told newsmen that with current bookings set at 18, the Episcopal Church hopes to reach a "minimum goal" of 100 by the end of the year.

CBS-TV Film Sales Reports New Quarterly Gross Record

RECORD quarter was established by CBS Television Film Sales in the first quarter of 1956, with gross sales up 100% over the first quarter of 1955 and net income 200% over the corresponding period last year, it was announced last week by Fred Mahlstedt, director of operations and production for the company.

This achievement, Mr. Mahlstedt said, can be attributed to "steadily increasing domestic sales plus intense sales activity in foreign markets."

In line with mounting sales, Mr. Mahlstedt continued, the company plans to place six CBS-TV network programs into syndication this year. CBS Film, he said, recently put two new series, *Champion* and *Brave Eagle*, into syndication, and shortly will make available two other series, *The Legionnaire* and *The City*.

Kirby to Hullinger Productions

EDWARD M. KIRBY, wartime Army radio chief and former public relations director of NARTB, has joined Hullinger Productions Inc., Washington, as director of its creative division. The firm produces a number of programs as well as industrial films, television films and commercials. Col. Kirby resigned as public relations director of the Washington Board of Trade to join the Hullinger firm. He also is handling public relations for several radio and tv advertisers.

NTA Runs 'Grassroots' Ads To Determine Public Tastes

NATIONAL Telefilm Assoc. has attempted to ascertain the likes and dislikes of the viewing public in "grassroots" areas for feature films and commercial messages by inserting paid advertisements in four newspapers and inviting reaction and comment from the readers.

The advertisement, which appeared in newspapers in Iowa, Nebraska and North Carolina, took the form of an open letter from NTA, and pointed out that the company distributes various "quality" packages of feature films for use as station programming. It asked readers if they would be more favorably inclined toward the advertising message of the program sponsor, provided "highly-budgeted feature films" were shown.

FILM SALES

International News Service, N. Y., reports sale of *This Week in Sports* film program to WVEC-TV Hampton-Norfolk, Va.; WFBC-TV Greenville, S. C.; KROD-TV El Paso, Tex.; WNCT (TV) Greenville, N. C., and Alpargatas, Buenos Aires, Argentina. INS also sold daily 35mm transparency service and library of 100 news personalities to WMAZ-TV Macon, Ga., and WCTV-TV Tallahassee, Fla. WATE-TV Knoxville, Tenn., bought *This Week In Sports* and *Telenews Weekly News Review*. Telenews Daily Newsfilm ordered by KLRJ-TV Las Vegas and WBRE-TV Wilkes-Barre, Pa.

National Telefilm Assoc., N. Y., sold TNT package of 30 feature films to 16 new stations bringing total sales on series to 73.

CBS-TV Film Sales, N. Y., reports sales on Terrytoon package of 156 cartoons have reached $600,000 mark. Package being shown in 28 markets.

Winik Film Corp., N. Y., reports sales of *Famous Fight* series in 17 new markets, raising number of markets carrying series to 21

Ziv Television Programs, International Div., N. Y., reports sale of four-program package of Spanish-dubbed films to Voice of Dominica in Ciudad Trujillo, Dominican Republic, bringing Ziv representation in Latin America to every tv-equipped country.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., is offering advertising agencies and regional and local advertisers two half-hour tv film series, *Theatre*, with Lilli Palmer and *Secret Mission*. Dramatic incidents in World War II are basis for 13-week *Secret Mission* series, while *Theatre* consists of 26 episodes, based on works of world's outstanding writers.

Tv Div., Modern Talking Picture Service Inc., N. Y., distributing free to stations *Tom Harmon's Workshop* series produced for Magna Engineering Corp. (tools), Menlo Park, Calif. Series is black-and-white.

Texas Industrial Film Co., Houston, announces series of 13 16mm black-and-white films on insect pest control available to stations. Films,

no matter how you look at it . . it's **WRIT**

WRIT IS NOW DECISIVELY FIRST IN MILWAUKEE AFTERNOON RATINGS

(C. E. HOOPER, INC. FEB.-MARCH '56 INDEX, SUNDAY-SATURDAY—12 NOON-6 p.m.)

WRIT . . . 20.9%

2nd Station . . . 18.9%

WRIT . . . Milwaukee's sensational 24 hour independent!

WRIT . . . MILWAUKEE
KNOE . . . MONROE
KNOE-TV . . . MONROE
KTSA . . . SAN ANTONIO
KLIF . . . DALLAS
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
KELP . . . EL PASO

NOEMAC STATIONS

NEWS MUSIC

3½-5 minutes, are chalk talks by entomologist Glen Lehker, Purdue U. professor. They carry no credits, are available free and can be used singly or as series.

The Lighthouse, N. Y. Assn. for the Blind, announces completion of color film narrated by André Baruch, titled "To Help Themselves," for use as tv public service feature.

Association Films, N. Y., is offering following free films produced for Firestone Tire & Rubber Co., to stations: "Goggles and Gauntlets" (antique autos); "The Miracle of Rubber" (rubber industry); "Champions All" (motorcycling); "Pacemakers and Champions" (uses of rubber tires); "Liberia, Africa's Only Republic" (rubber operations in Africa); "Better and Safer Highways" (roads project); "The Fabulous 500" (Indianapolis speedway).

The Training School, Vineland, N. J., offering free to stations "Into the Sunlight," 16mm sound film produced by Television Film Services and dealing with training of mentally retarded. Film runs 27 minutes.

Association Films, N. Y., through its branches throughout country, is making available without charge to stations new 13½ minute color film, "The Right To Compete," which outlines the roots and origins of free competition in the American economy, with particular reference to transportation industry. Film was produced for Assn. of American Railroads by Dudley Pictures Corp. and is narrated by Westbrook Van Voorhis.

FILM PRODUCTION

Ben Fox Productions Inc., L. A., filming *Forest Ranger,* new half-hour family-appeal adventure film series to be offered soon by ABC Film Syndication Div. for national network sponsorship this fall. Series, filmed in California's San Bernardino National Forest in cooperation with U. S. Forest Service, stars Dick Foran who portrays forest ranger. Property is owned by Ben Fox Productions and RABCO, corporation owned jointly by Hal Roach Studios, Culver City, Calif., and ABC. Hal Roach Jr. is executive producer.

Chicago Films Inc., L. A., announces new film series in Chicago, *Chicago 2-1-2,* explaining work of Chicago fire department. Featuring midwest talent under Frank Lovejoy, actor-producer, and Norman Foster, director, series uses fire department files. It is being produced for possible network use.

Mark Stevens Tv Co., L. A., has bought tv rights to *The Mysterious Traveler,* former MBS radio and magazine series. Author Robert Arthur sold more than 250 radio scripts, giving Stevens firm exclusive long term option.

Screen Gems Inc., L. A., filming *Circus Boy* series at Corrigan's Ranch outside Hollywood for debut in October over NBC-TV. Series, under producers Herbert B. Leonard and Norman Blackburn, is called largest production ever attempted by Screen Gems. Robert Walker, director of *Adventures of Rin Tin Tin* for firm, is *Circus Boy* director. Cast includes 12-year-old Mickey Braddock, Noah Beery Jr., and Robert Lowery.

Guild Films Co., N. Y., has acquired tv rights to works of Jack London and will begin production shortly on series of 39 half-hour tv films, based on *Captain Grief* stories.

Fanchon & Marco Inc., Hollywood, major theatre circuit operator, and **Judson Cox,** formerly associated with Walt Disney Studios in production of "Davy Crockett," have joined in production of new half-hour tv series, *Police Woman,* to be packaged by Al Melnick. Series will include 39 films based on original format written by motion picture director Frank Butler. Story editor will be Norman Reilly Rane.

Walt Disney Studios, Burbank, Calif., producing "The Hardy Boys" tv film programs, to be presented as part of ABC-TV's *The Mickey Mouse Club* series, starting next fall. Twenty 15-minute episodes of "The Hardy Boys" will be produced, starring Tim Considine. Charles Hass is director of tv stories, which are based on screen play by Jackson Gillis.

Fred A. Niles Productions Inc., Chicago, announces new half-hour pilot tv film designed to appeal especially to U. S. Negro market. Projected 26-week series is musical-variety show, featuring Sam Evans, WGES Chicago disc jockey, and live audience.

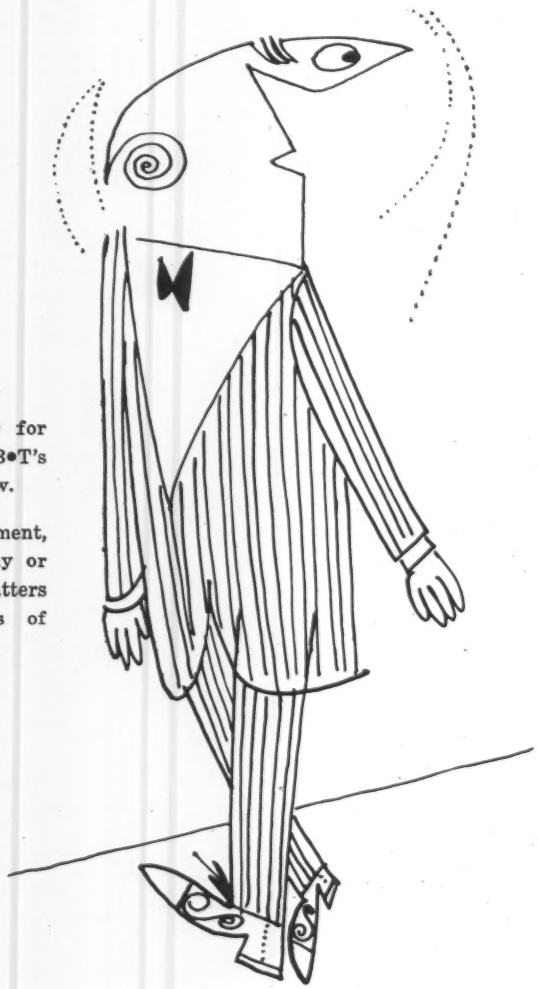
Theatrical Enterprises Inc., N. Y., has acquired packaging and representation rights to *Riders of the Pony Express,* new half-hour tv film series, to be produced in Hollywood by Alan Dinehart.

Four Star Productions, Hollywood, has signed Don Taylor to star in and direct new half-hour syndicated tv film series, *Richard Diamond,* former radio series. Production currently underway with Dick Powell, who starred in radio series, as producer.

Television Programs of America, N. Y., has acquired rights to *Mr. Digby* stories, which have appeared in *Saturday Evening Post,* and plans to produce a half-hour, tv film series of same name. Production to begin next month on series, which deals with the exploits of news photographer.

Charles Marquis Warren, L. A., producer-director-writer, filming *Cavalry Patrol* series for CBS-TV fall schedule. Dewey Martin stars. Company on location at Kanab, Utah.

Kimridge Productions, Beverly Hills, Calif., new company headed by Robert Maxwell, producer of *Lassie,* filming comedy series, *Waldo,* by Sumner Long. Starring with chimpanzee Waldo is Gil Stratton. Arthur Milton directs.

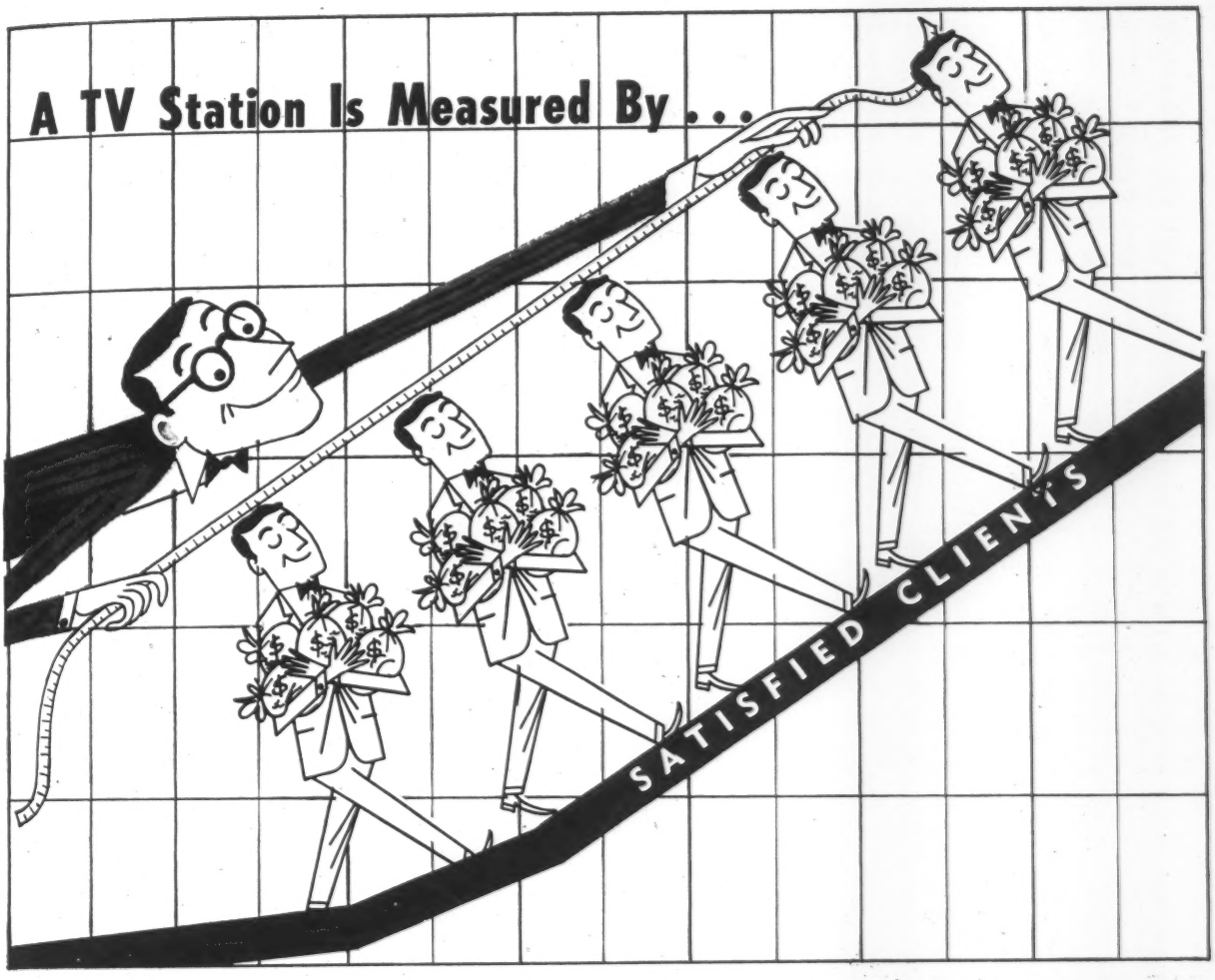


Look Back!

The man* you're looking for may be advertised in B•T's *Classified* section right now.

For personnel, jobs, equipment, services or stations to buy or sell, tell everyone that matters via the *Classified* pages of Broadcasting • Telecasting.

* *or job.*



. . . ITS SALES RESULTS

And here, in alphabetical order, are just a few of the many WSM-TV success stories in our collection:

CULINARY ARTS COOKBOOKS: Made available in selected Nashville food stores; promoted solely by WSM-TV daytime spots; 317,649 copies sold in 26 weeks.

DR. PEPPER BOTTLING CO.: Sales of six-bottle carton doubled after just six months on WSM-TV.

FIDELITY FEDERAL SAVINGS & LOAN ASSN.: Assets jumped from $13 million to over $20 million after only 1½ years on WSM-TV.

HARDCASTLE MOTOR CO.: "We are amazed at the sales resulting from a limited daytime schedule on WSM-TV. One customer, purchasing a car outright, said he didn't know we existed before he saw our program."

M AND M CANDIES: "Only six months after buying a half-hour WSM-TV show our business is up 250% in this area, with jobber orders up as much as 600% in some cases."

SO-TEN COMPANY (MEAT TENDERIZER): "Just three one-minute spots on WSM-TV supplied enough sales leads to keep our salesmen busy for weeks."

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's #1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

Collier Young, producer, actor **Joseph Cotten** and writer **Larry Marcus** have announced formation of new Hollywood company (still unnamed) to produce *On Trial,* series of 39 half-hour tv films based on famous court cases. Mr. Cotten has completed his commitment as host on CBS-TV *20th Century-Fox Hour.*

TPA, L. A., producing 27 new episodes of *Capt. Gallant of the Foreign Legion* for NBC-TV next fall. Program is sponsored by H. J. Heinz Co. through Maxon Inc.

Mark Stevens Tv Co., L. A., has completed first prints of *The Mirror,* based on stories of Dr. Norman Vincent Peale, and is conducting sponsor screenings.

Jaguar Productions, Hollywood will produce new tv film series titled *Box 13,* based on radio series firm produced several years ago. Actor Alan Ladd, Jaguar president, said negotiations in progress with ABC-TV on new series.

Syd Cassyd and **Phil Booth,** Hollywood television producers, have begun work on five pilot films for proposed series of 365 five-minute programs based on Supreme Court Justice William O. Douglas' book, *Almanac of Liberty.* Series being financed by Fund for the Republic, Ford Foundation interest. Programs will involve 3½-minute dramas, leaving time for commercial sponsorship.

Bob Goldstein, L. A. producer, in association with Jack Reynolds, announces plans for half-hour tv series based on Barbary Coast stories. Filming to begin in July at San Francisco. Mr. Goldstein also reports Don Martin signed to develop *The Adventures of Capt. Kidd,* being prepared for NBC.

FILM RANDOM SHOTS

UPA Pictures Inc., Burbank, Calif., has set up London branch, UPA Ltd. Planned are UPA-London sales and distribution office and animated cartoon studio to serve England and Continent for production of tv commercials and theatrical short subjects. Firm also has established UPA Enterprises Inc., for merchandising cartoon characters, branch headed by Charlotte Gilbert, merchandising supervisor. Company also has set up UPA Music Inc. and UPA Music Publishers Inc., also under Mrs. Gilbert, to publish and promote original compositions in UPA productions.

Circle Film Labs., N. Y., has issued 10-page directory of film services in New York, containing addresses and telephone numbers of producers, distributors, animators, sound studios, screening room companies, film storage organizations and labor unions involved in tv film and motion picture activities.

Brewster Morgan and **Eugene Solow,** Hollywood, producers of *Dr. Hudson's Secret Journal,* syndicated by MCA-TV, N. Y., announce formation of new firm, Fort Delivery Inc., to produce tv films and motion picture features. First venture will be theatre version of "Fort Delivery" by Paul Hogan, with early possibility of tv versions of other Hogan stories.

FILM PEOPLE

Barr Sheets, account executive, CBS Television Film Sales Inc., Chicago, transferred to Detroit office as account executive and office manager.

J. Paul Popkin, studio manager and production supervisor, California Studios, L. A., to TCF Television Productions, Hollywood, as production manager, succeeding **Dick L'Estrange,** resigned. **Booker McClay,** tv department, Young & Rubicam, appointed publicity director of TFC, replacing **Ned Moss,** resigned.

James D. Vance, art director, CBS-TV Hollywood, to Hal Roach Studios as art director.

INDUSTRY GROUPS BOOST RADIO WEEK

First commemorative week in eight years marked by government officials, trade associations, set and distribution groups, networks and individual stations.

HIGH government and broadcast industry officials joined at the weekend in beginning the first National Radio Week held in eight years. All over America broadcasting stations and networks began special programs and promotions designed to keep the public apprised of the aural medium's place in the nation's life.

Several trade associations ranging from NARTB and the Radio-Electronics-Tv Mfrs. Assn. to set and distribution groups cooperated in promoting the event, separated once more from television. A special tv week will be held in the autumn.

Joining President Eisenhower in paying tribute to radio's place in the busines, social and educational fields were Chairman Warren G. Magnuson (D-Wash.), of the Senate Interstate & Foreign Commerce Committee, and Rep. J. Percy Priest (D-Tenn.), chairman of the opposite House committee.

In saluting Radio Week, FCC Chairman George C. McConnaughey said radio "has proved to be a vital force in advancing the nation's welfare. In many communities, radio stations have led the way in promoting civic improvement and have given unselfishly of their time and effort in behalf of charitable and patriotic causes. Their huge contribution to our war effort and national defense is a lasting tribute to that industry."

Governors and mayors issued proclamations setting aside the week for special observance. For the first time the event inspired aggressive promotional activity all through the industry, led by NARTB President Harold E. Fellows and John F. Meagher, radio vice president. James D. Secrest, executive vice president of RETMA, directed the participation of manufacturers.

Chairman Magnuson observed, "Radio's incessant quest for service, recognizing no political, racial, or religious boundaries, has helped immeasurably to make today's world better informed and understood than that world our fathers knew."

Chairman Priest commended broadcasters for their public service, adding, "As a means of mass communication, radio broadcasting has become an indispensable force in the maintenance of America's welfare and security. On a broader scale, our system of free radio broadcasting, including the networks and outlets operated by Radio Free Europe and the Voice of America, symbolizes to people around the world one of the truly great defenses against those who threaten the freedom of mankind. America's radio industry has continually devoted itself to the enrichment of our lives by making available to all people vast sources of entertainment, information and education."

Mr. Fellows found encouragement in the cooperation pledged by 200 civic, religious, social and welfare organizations as well as RETMA, the National Appliance & Radio-Tv Dealers Assn. and the Radio Advertising Bureau. He added, "Everyone in radio has a right to be proud of his profession. It is an ever-changing, ever-improving medium and justly deserves the tribute it will receive during the coming week."

As part of its extensive promotion, RAB last week sent out to more than 800 member stations a set of full-scale orchestrated jingles hailing the event.

The jingles, along with some live announcements, were furnished in one package and offer up to 15 different ways of promoting radio on radio during the week and for the future. The announcements are designed to sell listeners—and in a subtle way, advertisers—on the size, growth and power of radio.

The week also will be highlighted by the appearances of key RAB executives at advertising and business clubs. These assignments are being handled by Kevin Sweeney, RAB president; John F. Hardesty, vice president and general manager, and Sherril Taylor, director of promotion.

RAB's efforts began last February when the organization issued an eight-page booklet containing 36 different ideas for the exploitation of the event. Subsequently, RAB has distributed various sales tools to stations to assist them in their plans.

Advertiser and agency people in New York were invited by Edward Petry & Co. to "see

In War and Peace

NATIONAL Radio Week was given an advance greeting last week by President Eisenhower. Speaking at his Wednesday morning news conference, the President commented as follows:

"I suppose that all the representatives of the radio industry here know May 13-19 is Radio Week, and I want to pay my little tribute to radio, not only as a medium of bringing education, information, entertainment into the home, but for its very wide value in the international world.

"Particularly I want to refer just for a moment to its very great value in the war. And at no time, I think, did it

mean more to me than the morning of June 6 [1944, Allied invasion of Normandy]. Something along the order, I think, of about 2:30, the air troopers had taken in radios with them and some tiny little transmitter said, 'We are okay, and the situation around Ste. Mere Eglise is in fine shape.' And since I had been told by experts that we would lose 90 per cent of that command before it went, and I had to take it all on my own shoulders, it was a very great thing. And incidentally, I hope that you have all noted that today is the eleventh anniversary—the first time in four years that there wasn't shooting in Europe. Midnight last night was the end of hostilities in Europe in the second World War."

79 DAYS of WALLOP FOR A K.O. PUNCH!

IN JUST 79 DAYS, WITH A BRAND-NEW FORMAT,

•POWER-PACKED PROGRAMMING

WTAC

"THE *BIG* STATION" - FLINT, MICH.

SATURATES FLINT!

EVERYTHING'S NEW at WTAC, The Flint Station With a Wallop. We've Got a NEW Format—INCLUDING SOME IDEAS THAT NEVER HAVE BEEN TRIED BEFORE IN RADIO. They've Paid Off—and BIG—for THE BIG STATION. There's a Reason for This Sensational Jump in the Hooper . . . The Same Reason Why You NEED WTAC. Don't Keep It a Secret—WE'VE GOT THE MOST LISTENERS—ALL OF THE TIME.

FACTS:

WTAC	**22.0**
Station 'B'	15.1
Station 'C'	12.5
Station 'D'	11.3
Station 'E'	8.5
Station 'F'	4.7
HOOPER	MARCH APRIL, '56

ALL-DAY AVERAGE ANY TIME OF DAY ANY PART OF HOUR WTAC IS YOUR BEST DOLLAR BUY IN FLINT!

Your own needs in our field, coverage of Michigan's second largest market, may be discussed at any time with the George P. Hollingbery Company, or with Tom Warner, WTAC's National Sales Manager, at Flint.

David Mendelsohn, Manager. This station is one of the Founders Corporation's group of stations; associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N.Y., and KTVR, Channel 2, Denver, Colorado.

". . . ALONG THE POTOMAC":

one of a series of paintings
of Washington by William Walton
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

". . . ALONG THE POTOMAC"

by William Walton.
Fifth of a series of paintings of Washington
commissioned by **WTOP Television**
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.

radio" during National Radio Week. The station representation firm sent letters last week, for delivery today (Monday), to some 1,000 advertising managers and agency people asking them to see for themselves tomorrow—"while rushing out to, or back from, lunch"—that "radio is in the air, everywhere." If "you notice everyone along the way looking up, and a-smiling, we hope you'll pause for a second and do likewise," the letters assert. They give no other clue to what the advertising executives will see, except an admonition to look about the same time on Wednesday in case of fog or rain on Tuesday.

Southern California Broadcasters Assn. and the Electric League of Los Angeles have combined their efforts in radio promotion this week in conjunction with dealers and distributors. Los Angeles Acting Mayor John S. Gibson Jr. read a proclamation designating this week as Radio Week and commending broadcasters, manufacturers and dealers for making the city the entertainment capital and "destined to become the electronics capital of the world."

Barker Bros. Dept. Store, major radio advertiser in Los Angeles, kicked off the week yesterday (Sunday) with 10 full pages of supporting promotion in local newspapers and all week is keying its extensive radio advertising to the Radio Week theme. The store converted its radio-tv department into a radio showcase and during the week multiple daily programs are being originated there by KABC, KBIG (Avalon), KGFJ and KMPC. KLAC disc jockeys are appearing as guests on the other stations shows along with recording stars. KBIG is using its Volkswagon remote unit in the store lobby.

Additional communications mobility and the tempo of the times have given radio still further impetus as a news medium, according to NBC's News Director William R. McAndrew who pointed out last week that NBC Radio news coverage has scheduled more programs than ever before. He said, "Radio, still the swiftest and most flexible method of news reporting, will be of utmost importance during NBC's coverage of the 1956 political year." He added that mobility will play a most important part during the Chicago and San Francisco political conventions.

EXECUTIVES of the Radio Adv. Bureau audition tape presentations as they prepare for their nine-city, coast-to-coast speaking tour during National Radio Week. Left to right: John F. Hardesty, vice president and general manager, who will speak in Los Angeles, Portland, St. Louis and Denver; Kevin B. Sweeney, president, who is scheduled for speaking engagements in Kansas City, Buffalo, and Cleveland; and Sherril Taylor, vice president and director of promotion, who will present radio's story in Norfolk, Miami, and Birmingham.

As part of the campaign KXOK St. Louis is giving away a radio every hour during Radio Week, or a total of 125 RCA radios, according to C. L. (Chet) Thomas, vice president.

Radio Supplies Advertisers With Larger Audience—Karol

A RUNDOWN on radio's power as a sales medium and as a mass circulator was presented to the Advertising Club of Hartford, Conn., Thursday in a pre-Radio Week address by John Karol, vice president in charge of network sales, CBS Radio.

But, asked Mr. Karol, "How are we going to measure radio listening as the number of sets increases and as the medium moves into more and more locations, including ladies' handbags and men's pockets? This is an important problem for the industry and equally important to advertisers and agencies."

Mr. Karol asserted, however, that he didn't think problems would exist in measuring radio's "continuing impact and efficiency . . . as an advertising medium. For people who have products or ideas to sell will find that more radios in more places—measured or not—are supplying greater audiences to their messages."

In "radio's growth, its usage, and its impact . . . we have the medium that matches America," Mr. Karol said. He pointed to last year's 14 million sets sold as the peak year since 1948 and noted that sales so far this year are higher than the same period in 1955. Mr. Karol predicted continued high sale of sets, taking note of a "new dimension—the era of the transistor," promising more and more midget-sized sets. Every major manufacturer is producing these sets at a rate better than $2 million a month, according to Mr. Karol. He said: "The simplest way to reach America is through the universal medium of radio" because radio allows "frequency without eliminating the profit from selling." Mr. Karol looked for "more and more advertisers" to turn to radio this year "as a major factor in their advertising effort."

Charles H. Smith to Head TvB's Research Committee

CHARLES H. SMITH, director of research, WCCO-TV Minneapolis, has accepted the chairmanship of a newly-formed research committee which will advise Television Bureau of Advertising on research policy matters, working closely with Dr. Leon Arons, TvB's director of research.

MR. SMITH

According to Oliver Treyz, TvB's president, the new advisory committee, which will draw upon "top people in the field" for its membership, "will coordinate our (TvB's) own research program with the advertisers' needs." Mr. Smith's background includes research assistant in experimental research at CBS; Advertising & Selling Award (1941) for development of listener panel technique; assistant director of network research with CBS; director of research for CBS Radio Spot Sales, and market research counsel for CBS. Before he joined WCCO-TV, Mr. Smith was radio and tv counsel for BBDO's western office. He was president of the Radio Research Council in 1946 and a member of the Advertising Research Foundation's Rating Services Committee 1954-55.

AIMS Convention May 17-21

ASSN. of Independent Metropolitan Stations, composed of 30 major market stations from coast to coast, will hold its annual convention Thursday through Saturday (May 17-19) at the Huntington Hotel, San Francisco, and on Sunday and Monday (May 20-21) moves to Highlands Inn, Carmel, Calif. The San Francisco session will be a "shirt sleeve" business meeting, according to Irving Phillips, general manager of KYA San Francisco. KYA and KEAR there are co-hosts for the AIMS gathering. AIMS chairman is John J. Hurley, general manager of WNEB Worcester, Mass.

N. Y. AWRT Installs Officers

ELECTION and installation of new officers of the New York City chapter of American Women in Radio & Television will be held today (Monday) at noon at Toots Shor's Restaurant. Officers nominated: Lillian Okun, WMCA, president; Eleanore P. Hurley, WQXR, first vice president; Priscilla Campbell, NBC, second vice president; Jo-Ann Welch, CBS, treasurer; Viola Becker, V. S. Becker Productions, corresponding secretary, and Lucille Mason, Compton Adv., recording secretary. Nomination is tantamount to election. Ruth Crawford, ABC, was nominated to the board of directors to fill out the one year term of Miss Okun. Retiring president of the chapter is Jayne Shannon, J. Walter Thompson Co.

Radio Pioneers to Elect

ELECTION of officers of the New York Chapter of Radio Pioneers will be held tomorrow (Tuesday) at the chapter's annual dinner-meeting at Toots Shor's restaurant in midtown Manhattan. Official slate of candidates (whose nomination is tantamount to election) includes Frank Pellegrin, H-R Representatives, president; Henrietta Harrison, consultant, first vice president; Jeff Sparks, UN, second vice president; Gordon Gray, WOR New York, third vice president; Arthur Simon, *Radio Daily*, secretary, and Charles A. Wall, BMI, treasurer.

Pattyson Heads Boston Club

BRUCE G. PATTYSON, manager of the John Blair Co. Boston office, has been named president of the Broadcasting Executives Club of Boston for 1956-57. Other club officers include: Charles F. Hutchinson, Chambers & Wiswell agency, first vice president; John Hurley, WNEB Worcester Mass., general manager, second vice president; Roy Whisnand, WCOP Boston general manager, treasurer, and Kay Chille, of the Nora Kirby Inc. office in Boston, secretary.

AAW Sets June Meeting

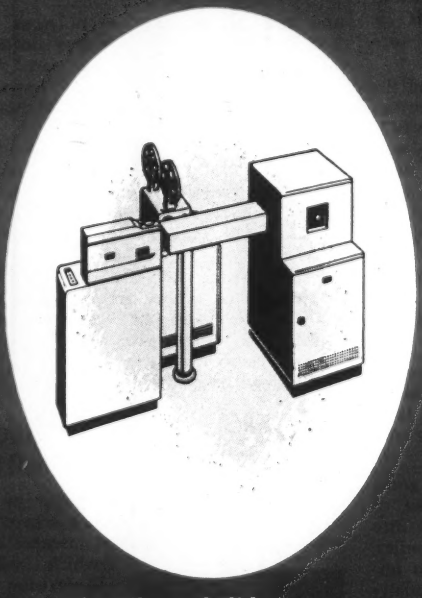
ANNUAL convention of Advertising Assn. of the West will be held June 24-28 in Los Angeles using the theme of "Ad-orama," signifying "more vision, more stature, more advertising," AAW said. Program leaders will include Calif. Gov. Goodwin Knight, Cardinal Francis J. McIntyre, Treasurer of the U. S. Mrs. Ivy Priest and Henry Little, president of Campbell-Ewald Co., Detroit, and chairman of American Assn. of Advertising Agencies.

COMPLETE COLOR

LIVE! FILM! SLIDES!

Live Studio Facilities

Everything you need. All necessary lighting facilities. Vitascan Camera is compact, simple and extremely dependable.



Color Film and Slides

The famous Multi-Scanner permits far greater flexibility in operation with minimum maintenance and adjustments.

Complete Control, Monitoring and Switching Facilities

Everything you need at your finger-tips for monitoring and controlling pick-up facilities.

DU MONT® TELEVISION TRANSMITTER DEPARTM

PICKUP FACILITIES

DU MONT COLOR · PAC

. . . . . brings color TV years closer

Right now! Complete color pickup facilities at a price every station can afford! The Du Mont Color-Pac costs only $59,415 *complete.*

And don't sell the Color-Pac short on performance. At the recent NARTB Show, the Du Mont Vitascan (Live) and Multi-Scanner (Film and Slides) proved their superior performance and dependability over every other system shown.

Here is your chance to get into color fast — the right way — with equipment of *proved performance*, for

Broadcasting's Greatest Color Buy

ONLY

$59,415.

complete

Immediate Delivery

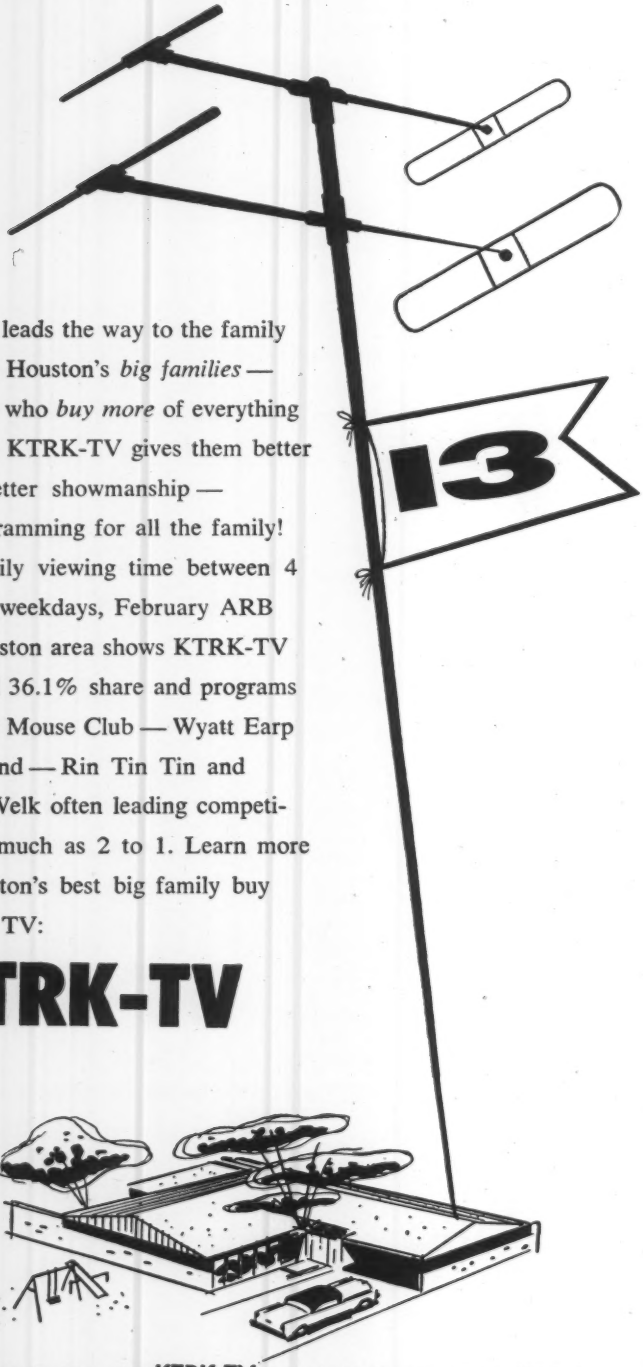
- **Get complete details on the Color-Pac by writing, or contacting your nearest Du Mont Sales Office. . . . . .**

- **EASTERN:** Frank O'Connell, 419 Boylston Street, Boston 16, Massachusetts, Telephone; Kenmore 6-3990
- **SOUTHEASTERN:** L. C. Radford, Jr., 254 East Paces Ferry Road, Atlanta, Georgia, Telephone; Exchange 7243
- **CENTRAL:** Felix Bonvouloir, 28 West Mays Avenue, Miamisburg, Ohio (Dayton) Telephone; Miamisburg 6-5272
- **MID-WEST:** B. J. Klindworth, 6117 St. Johns Avenue, Minneapolis, Minnesota, Telephone; Walnut 6-8476
- **SOUTHERN:** George R. Winston, 3628 Marquette Avenue, Dallas 25, Texas, Telephone; Forest 8-3510
  Harry Del Muro, 5226 Homer Street, Dallas, Texas, Telephone; Tennyson 9504
- **WESTERN:** Robert J. Myers, Allen B. Du Mont Laboratories, Inc., 11800 West Olympic Boulevard, Los Angeles 64, California Telephone; Granite 7-4271
  Lyle O. Keys, 901 S. W. King Avenue, Portland 5, Oregon, Telephone; Capital 8-1841

ALLEN B. DU MONT LABORATORIES, INC. / CLIFTON, N. J.

TR–972

FAMILY ENTRANCE



KTRK-TV leads the way to the family entrance of Houston's *big families* — the families who *buy more* of everything . . . because KTRK-TV gives them better shows — better showmanship — better programming for all the family! In full family viewing time between 4 and 8 p.m weekdays, February ARB for the Houston area shows KTRK-TV with a solid 36.1% share and programs like Mickey Mouse Club — Wyatt Earp — Disneyland — Rin Tin Tin and Lawrence Welk often leading competition by as much as 2 to 1. Learn more about Houston's best big family buy from Blair TV:

KTRK-TV

The Chronicle Station, Channel 13 KTRK-TV P. O. Box 12, Houston 1, Texas—ABC Basic
HOUSTON CONSOLIDATED TELEVISION COMPANY
General Manager, Willard E. Walbridge; Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

CODE FOR TV PRODUCERS DRAWS ACLU OPPOSITION

Civil liberties group and its anti-censorship affiliate voice objection to all codes that fetter freedom in trade of ideas.

THE proposed new code for tv producers, drafted a few weeks ago by a Hollywood special committee [B•T, April 9], is a "restraint in the trade of ideas and interferes with freedom of expression" and should be abandoned, the American Civil Liberties Union asserted last week.

ACLU and its anti-censorship affiliate, The National Council on Freedom from Censorship, made plain that it's not just the tv producers code that they're opposed to. They're against all codes in the communications industry:

"In our view, freedom in the trade of ideas is limited by industry agreements or practice, or even by groups within the industry which make such agreements. A code is an agreement undertaken by industry members of a medium of communication, which is intended to set standards of propriety. Insofar as a code sets forth limitationss on what may be said or done, it is a restraint upon freedom of expression."

ACLU's and The Council's views were contained in a letter sent by ACLU Executive Director Patrick Murphy Malin and Council Chairman Elmer Rice to Martin Leeds, executive vice president of Desilu Productions. Mr. Leeds headed the special committee which drafted the proposed code and had asked for ACLU's comments on it.

ACLU made clear that it does not object to an individual producer setting standards for himself.

'Individual Decision'

"This is his individual decision," Messrs. Malin and Rice said. "But a different situation exists where a significant segment of the industry agrees to abide by a code. Collective adherence to a single set of principles in a code has the effect of limiting different points of view, because producers—as well as writers—are fearful of departing from the accepted norm lest they are held up to scorn or attack and suffer economic loss."

The letter cited several provisions of the proposed code which in ACLU's view would interfere with freedom of expression. For instance, it noted, barring criticism of congressional procedures, third-degree methods and other illegal police practises is "not in accord with real life." The ban on attacks on religion would seem to "violate the freedom-of-religion guarantee of the first amendment" and also put clergymen above criticism, the letter continued, while the taboo on divorce as a solution for marital problems fails to recognize "that divorce is legal in every state of the union and countless people have found it the only solution to their problems." In making these observations, the letter said, the council did not base its opinions on opposition to religion or pass on "the merit or demerit of divorce."

The proposed code's section on crime was deemed obviously at variance "with what now appears on the tv screen. It assumes the same arguments of proponents of censorship of crime comic books—that the showing of crime is bound to lead people to crime. Yet there is a large body of expert opinion which believes that persons who are criminally disposed are not deterred by knowledge of punishment or fear of such punishment."

The union and its Council join the producers in desiring that tv be used to its best advan-

It's Sales, King-Size, as Mr. Big comes to KYW!

KYW is winning listeners in a great BIG way with the BIG WILSON SHOW, Monday through Friday, 12:15-3 p.m. and Sunday, 11 a.m.-3 p.m.

Big Wilson, newest addition to KYW's roster of radio personalities, is a big man in Cleveland radio—not just in size, but in sales force! Big has what it takes to tickle the fancy of radio listeners—sponsors, too. And how! They're mighty pleased about the way Big peppers commercials (for local and national products alike), with a personal touch that turns listeners into customers.

Yes, Big wins them all with smooth recorded numbers, plus a little of Wilson at the keyboard. He even sings along every now and then! An entertaining super-salesman, that's BIG!

You want to be in the BIG-TIME? Just call John McIntosh, Jr., Sales Manager of Cleveland's popular new sound, KYW, at CHerry 1-0942. Or call A. W. "Bink" Dannenbaum, WBC General Sales Manager at MUrray Hill 7-0808 in New York.

In Cleveland, no Selling Campaign is Complete Without the WBC Station—

KYW Radio

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.

ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

tages, Messrs. Malin and Rice asserted. But they also feel that a code which prevents freedom of expression "weakens the effectiveness of this medium of communication, and instead of allowing it to realize its full scope, threatens to make it sterile."

NARTB, Tv Film Producers Talk Plan for Single Code

DEVELOPMENT of a single code of practice for live and film tv may grow out of joint gestures by NARTB and the Alliance of Television Film Producers, judging by progress in negotiations. Subcommittees of the organizations met Tuesday in New York to discuss proposals to extend provisions of NARTB's tv code to film producers and distributors.

NARTB under this plan would offer an affiliate subscription plan to the film interests to encourage conformity of their product with provisions of NARTB's document. Definite plans to bring about an agreement will be reviewed in June by the alliance, the NARTB Tv Code Review Board and in turn the NARTB board.

Attending the Tuesday meeting for NARTB were G. Richard Shafto, WIS-TV Columbia, S. C., code board chairman; Roger Clipp, WFIL-TV Philadelphia, code board member; Edward H. Bronson, director of tv code affairs; Robert Heald, chief attorney, and Robert K. Richards, consultant. Alliance representatives included Maurice R. Morton, McCadden Corp.; Dean F. Johnson, executive director; A. Frank Reel, Ziv Television Programs; Herbert Stern, Review Productions, and Richard St. John, counsel.

REED TO KEYNOTE AFA CONVENTION

DR. VERGIL D. REED, vice president of J. Walter Thompson Co., New York, will be keynote speaker for the Advertising Federation of America's 52nd annual convention in Philadelphia June 10-13, Ben R. Donaldson, Ford Motor Co. institutional advertising manager and AFA board chairman, announced last week.

The convention will be held at the Bellevue-Stratford Hotel in Philadelphia, starting with a Sunday brunch sponsored by the Federation's Council on Women's Advertising Clubs June 10. Dr. Reed will speak on "The Consumer Market and How It Is Growing" at the convention's opening general session the morning of June 11.

Joseph B. Elliott, former president of Schick Inc. and before that an executive vice president of RCA, will be the luncheon speaker June 11.

Among other convention features, announced previously, a session on "How Will Media Meet the Changing Trends in Marketing?" is slated for the June 12 luncheon with a panel on which CBS-TV President J. L. Van Volkenburg will represent television and Westinghouse Broadcasting Co. President Don H. McGannon will represent radio.

On June 13, four speakers will discuss practical methods of "Stimulating the Buying Urge": George T. Sweetser, vice president, N. W. Ayer & Son, will talk on "Marketing: What It Is and How to Use It"; Pierre D. Martineau, director of research, *Chicago Tribune*, will present "The Place of Advertising in Creating Buying Urge"; Walter J. Weir, vice president, Donahue & Coe, will explain "The Importance of Copy in Closing the Sale", and C. Stuart Brown, advertising and public relations manager, American Viscose Co., will outline a "Case History: Establishing a New Company Identity."

The convention will be co-hosted by the Poor Richard Club and the Philadelphia Club of Advertising Women.

New York ATAS Chapter Elects Board of Governors

RESULTS of an election to the board of governors, New York chapter, Academy of Television Arts & Sciences, were announced last week.

Elected were: (actors and actresses) Faye Emerson and Carl Reiner for two-year terms, Bud Collyer and Ken Groot for one-year terms; (executives) Henry White, Screen Gems, and Syd Eiges, NBC, two years, Robert Lewine of ABC and Warren Carox of Theatre Guild, one year; (singers, dancers and specialty acts) Nanette Fabray and Gisele Mackenzie, two years, Bambi Linn and Rod Alexander, one year; (musicians, composers and arrangers) Ray Bloch and Skitch Henderson, two years, and Steven Allen and Hank Sylvern, one year; (writers) Rod Serling and Jerome Liss, two years, and Nat Hinken and Evelyn F. Burkey, one year; (directors and choreographers) Max Liebman and Franklin Schaffner, two years, and Sidney Lumet and Perry Lafferty, one year; (producers) Marlo Lewis and Mark Goodson, two years and Worthington T. Miner and Barry Wood, one year; (newscasters, commentators, master of ceremonies and announcers) Ed Sullivan, CBS, and John Daly, ABC, two years, and Garry Moore and Charles Collingwood, one year; (cameramen, film editors and engineers) Robert Dailey and Charles Giriat, two years, and Imero Fiorentino and Bob Barry, one year; (art directors, scenic designers and costume designers) Otis Riggs and Robert R. Paddock, two years, and Frederick Fox and Carl Kent, one year.

Mercer Succeeds DeFore As Hollywood ATAS Chief

THE HOLLYWOOD chapter of the Academy of Television Arts & Sciences last week elected song writer-actor Johnny Mercer as president to succeed producer Don DeFore while Robert Longnecker was named first vice president; Sheldon Leonard, second vice president; Frank Lovejoy, secretary, and Harry Ackerman, CBS-TV, treasurer.

Retiring President DeFore last week also headed a Hollywood delegation meeting with San Francisco's independent Academy of Television Arts & Sciences to promote unification under one formal national group including the New York chapter. The San Francisco membership voted unanimously to proceed toward unification.

TvB Spot Presentation Set

AN ESTIMATED 1,500 advertisers and agency personnel are expected to be on hand to see Television Bureau of Advertising's spot television presentation at the Waldorf-Astoria in New York May 22, TvB spokesmen reported last week. The slide-film-sound effects presentation will include highlights of TvB's Chicago tv-versus-newspapers study, first shown at NARTB's convention last month [B•T, April 30]. The New York showing will start at 9:15 a.m.

STATION SALES

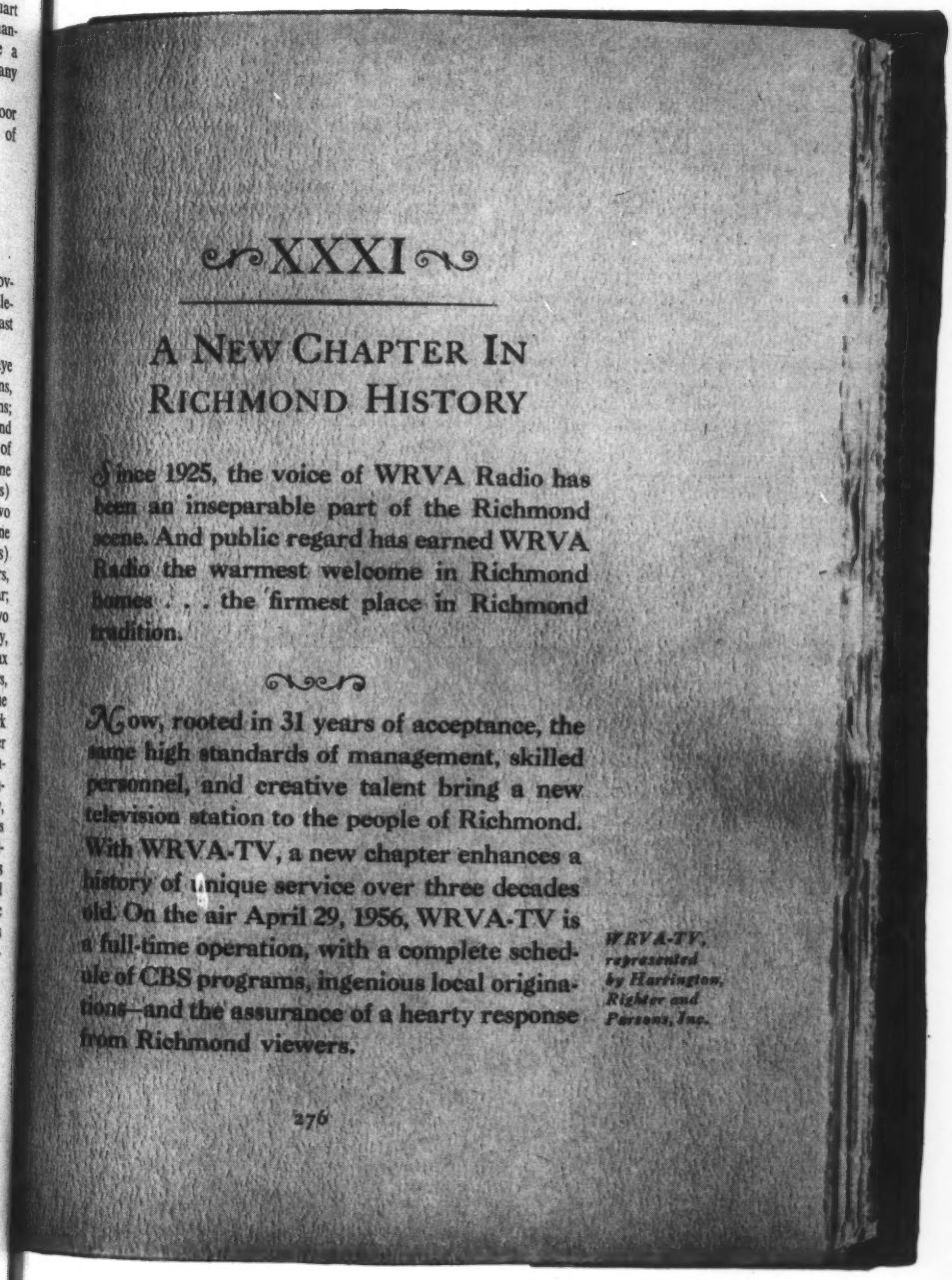
KIDDER, PEABODY & CO.—

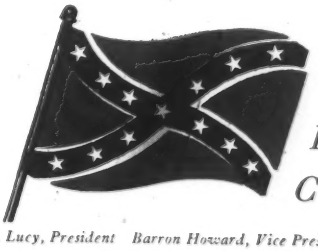
- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States


XXXI
A NEW CHAPTER IN RICHMOND HISTORY
Since 1925, the voice of WRVA Radio has been an inseparable part of the Richmond scene. And public regard has earned WRVA Radio the warmest welcome in Richmond homes . . . the firmest place in Richmond tradition.
Now, rooted in 31 years of acceptance, the same high standards of management, skilled personnel, and creative talent bring a new television station to the people of Richmond. With WRVA-TV, a new chapter enhances a history of unique service over three decades old. On the air April 29, 1956, WRVA-TV is a full-time operation, with a complete schedule of CBS programs, ingenious local originations—and the assurance of a hearty response from Richmond viewers.
276
WRVA-TV, represented by Harrington, Righter and Parsons, Inc.



WRVA-TV

Richmond, Va.

CBS Basic Channel 12

C. T. Lucy, President Barron Howard, Vice President and General Manager James D. Clark, Jr., Sales Manager

Tv Called Threat to Boxing

IS THE pool of young professional boxers to dry up to little more than a ripple? Julius Helfand, New York State athletic commissioner, warned the Sportscasters Assn. of New York at a luncheon meeting Wednesday that this is precisely what is happening in New York. Mr. Helfand blamed it all on tv. A small boxing club—the proving ground for young fighters—cannot exist today without television and finds it hard put to exist against competition from boxing already programmed on tv, he said. This situation, which he likened to the predicament of minor league baseball clubs meeting competition of major league ball club telecasts, places the "possible survival of boxing in great danger," according to Mr. Helfand.

Ad Club Re-Elects Haire

THOMAS B. HAIRE, president of Haire Publishing Co., last week was re-elected president of the Advertising Club of New York. Charles C. Green continues as secretary and managing director. Newly-elected vice presidents are Robert M. Gray, Esso Standard Oil Co.; Frederic R. Gamble, American Assn. of Advertising Agencies, and Hugh R. Jackson, Better Business Bureau of New York City. New directors are James A. Brewer, Brewer-Cantelmo Co.; Harris W. C. Browne, National Lithographer Publishing Co., and Arch Crawford, Magazine Publishers Assn.

Fellows Cites Adv. Growth

VOLUME of advertising in public media has increased from $50 million in 1867 to $9 billion in 1955, NARTB President Harold E. Fellows told the Television & Radio Advertisers Club of Philadelphia last Thursday.

"America's greatest, most desperate need is for increased thinking of everyone in business, in government, in education—everyone," he said. "Creativity, the new idea, and the different approach is the essence of advertising in the future."

New Placement Service

MRS. M. E. STONE, manager of the National Radio and Television Service, Washington, D. C., has announced the opening of a national employment service in that city. Service is designed to be a placement bureau for executives, engineers, announcers and other broadcast personnel. The organization is located at 1627 K St., N.W., Washington, D. C. All job placement inquiries should be sent to that address, according to Mrs. Stone.

PROFESSIONAL SERVICE SHORTS

Woodrow G. Gatehouse, formerly general manager, Public Relations Society of America, N. Y., to Gellendre & Bowditch, producer of special events, N. Y., as partner.

Ted Bryon, formerly creative director, William W. Harvey Co., L. A. agency, to Wendell W. Olsen Co., L. A. public relations firm, as director of creative activities and production supervisor.

Fighting for Sales in BATON ROUGE?

Put "The Champ" to Work for You!

RATING CHAMPION

In the latest Telepulse, WAFB-TV has a leadership of nearly 5-to-1 in the Baton Rouge Area.

MERCHANDISING CHAMPION

WAFB-TV has a merchandising record second to none.

ROUND 1

First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2

First place in Screen Gems, Inc. contest on program promotion.

ROUND 3

Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4

WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV

CHANNEL 28
affiliated with WAFB, AM-FM
CBS ABC DUMONT 200,000 WATTS
Reps: Call Adam Young Nationally or Clarke Brown in South & Southwest

AFM SUSPENSIONS FACE READ GROUP

Referee in Hollywood local controversy tempers recommendations for expulsion by proposing one-day suspensions for 10 rebel leaders while Cecil Read suspension would be for one year. None would be permitted to hold union office for two years.

RECOMMENDATION was made by a union-appointed referee last week that the American Federation of Musicians expel 11 leaders of the Los Angeles Local 47, who revolted against the present administration.

Though referee Arthur Goldberg used the words "expel" and "expulsion," his proposal actually was more in the nature of a suspension rather than permanent exclusion from the union. He recommended that Cecil F. Read, vice president of Local 47 and avowed leader of the rebel group, be expelled from the union for one year. Six directors of the local and four other members who supported Mr. Read, would be expelled for one day and subsequently can be reinstated, according to the proposal. Both Mr. Read and the 10 other "rebels," under the referee's terms, would be ineligible to hold office in Local 47 for two years after reinstatement.

The findings and recommendations in the 30,000-word report made by Mr. Goldberg, who is special counsel to the AFL-CIO, were announced in Newark last week by Leo Cluesmann, international secretary of the AFM. The report will be transmitted to James C. Petrillo, AFM president, and the union's nine-man International Board for review and action at a meeting in New York on May 22. Mr. Goldberg was named referee by President Petrillo, at the direction of the executive board, and held hearings in Los Angeles April 9-13.

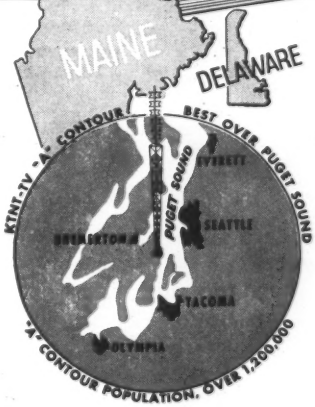
Mr. Goldberg concluded that Mr. Read and 10 other rebels "did conspire illegally" in "open revolt" and should be expelled from membership in the union. He characterized Mr. Read as "the leader and guiding spirit in each of the violations."

The dispute within Local 47 and with the AFM stemmed largely from an order issued by Mr. Petrillo last summer assigning royalties from television film and record companies. Until last summer, musicians who worked on theatrical movies received $25 each when the film was made available for tv. Mr. Petrillo then directed that the money should go into the Music Performance Trust Fund. An anti-Petrillo faction within Local 47, whose membership provides music for a large majority of motion pictures, protested the royalty ruling.

The revolt took shape when Local 47 ousted John te Groen, local president, and Maury Paul, recording secretary, last February. Mr. Goldberg characterized the rebel action in this fashion:

"It was a deliberate and wilful conspiracy to suspend te Groen, not for any neglect of duty or other proper charge, but because he would not agree in advance to lead the local in defiance of the lawful regulations of the federation. . . . The defendants conspired to suspend te Groen from office without even making a charge that he was guilty. The membership of 16,000 was not notified of the action which was planned at a secret caucus. To

316,000 WATTS
Antenna 1,000 Feet Above Sea Level
Serving Seattle-Tacoma and the Puget Sound Area
KTNT-TV
CHANNEL 11
CBS
the population of Maine and Delaware Combined equals the population within KTNT-TV's "A" Contour!
SWIM SUIT BY JANTZEN



This area contains OVER HALF the population of Washington State and it accounts for OVER HALF the income of the state.

More than 2 million people live in the ENTIRE area covered by KTNT-TV

. . . and get this —

Only KTNT-TV has all five

Of all the television stations in the rich Puget Sound area, ONLY KTNT-TV covers all five of the following major cities in its "A" contour:

- **Seattle**
- **Tacoma**
- **Everett**
- **Bremerton**
- **Olympia**

KTNT-TV CHANNEL ELEVEN CBS BASIC

CBS Television for Seattle, Tacoma, and the Puget Sound Area

316,000 WATTS

Antenna height, 1000 ft. above sea level

Represented nationally by **WEED TELEVISION**

sanction such a meeting . . . would be to stamp approval on anarchy rather than to support democratic trade union government and practices."

The charges leveled against Mr. Read and his followers by Mr. te Groen and G. R. Hennon, financial secretary of the local, were: they had advocated "dual unionism" by seeking to win from the federation its bargaining rights for musicians in all fields of recorded and film music; "had conspired to and did illegally oust te Groen from office on Feb. 27; defied the March order of the federation's executive board cancelling a March 12 meeting called to effect te Groen's removal from office and they openly invited a loss of Local 47's charter."

In the hearings before Mr. Goldberg, the rebels entered a blanket denial of the "dual unionism" charges and challenged the authority given to Mr. Petrillo under the constitution. They contended that he had the power to act as "prosecutor, judge and jury."

Six members of the local board for whom a one-day expulsion was proposed by Mr. Goldberg are Uan Rasey, Ray Toland, Warren D. Bake, John Clyman, William Atkinson and Jack Dumont. Two defendants, Vincent DeRosa and George Wald, also were tried, but no disciplinary action recommended.

Mr. Read told newsmen in Washington last week that his group would study the report and file its exceptions with the international executive board. He said that if the board concurs in the expulsions, an appeal will be taken to the union's convention opening in Atlantic City on June 11.

Meanwhile, it was announced in Hollywood last week that Local 47's official delegates to the national AFM convention in Atlantic City in June will be three pro-Petrillo executives. But the rebel group in addition plans to send "a half dozen or more" members from its own faction as "observers and to let the other delegates know why we are fighting Mr. Petrillo," according to one spokesman. The observers will be selected at a general membership meeting scheduled May 28, when the official delegates are instructed by the membership how to cast the 10 convention votes belonging to Local 47.

Uniquely enough, Local 47's official delegates will be President te Groen and Recording Secretary Paul, plus Phil Fischer, AFM's studio representative in Hollywood. Both Messrs. te Groen and Paul were ousted by their membership earlier this year in the anti-Petrillo revolt lead by Mr. Read, but their removal from office was stayed by Mr. Petrillo until conclusion of AFM's trial of the rebel leaders.

Labor's Stake in Color Tv Stressed by Union Official

COLOR TV represents "the next big advance" for radio-tv broadcasting and "labor has as much at stake in selling and promoting this new kingpin product of our industry as has management," according to M. F. Darling, president of International Brotherhood of Electrical Workers Local 1031.

Mr. Darling explained his convictions in connection with the AFL-CIO local's week-long stage presentation of "A Salute to Color Television" in Chicago last week. The show was described as a union "spectacular" with Imogene Coca, Muggsy Spanier and other performers.

Members of Local 1031 produce about 65% of the "entire national output of television and radio components," according to the union.

The local pointed out Mr. Darling has been "conducting a coordinated and powerful program to enthuse its members on the tremendous growth possibilities of what management terms the industry's new 'king pin' product, color television." It noted the stage presentation, in the union's W. Madison St. auditorium, is sponsored, "not by any manufacturer or distributor of color tv, nor by television broadcasters, but by the union."

The "spectacular" was open only to union audiences and (on Sunday) to management segments from broadcasting, manufacturing and distributing fields—representing 109 factories owned by 72 companies employing local members in the Chicago area.

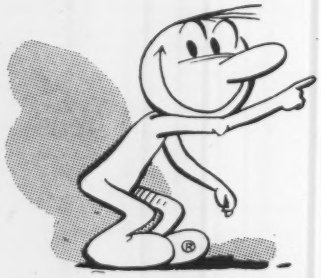
NLRB Rules Interference In KDAL-TV Election

THE National Labor Relations Board ruled to uphold a regional director's recommendation that a Jan. 4 jurisdictional election between two unions by 14 employes of KDAL-TV Duluth, Minn., be set aside and a new election be held within 30 days.

NLRB backed up the regional director's finding that KDAL-TV "interfered with a free choice by the employes" in calling each of the 14 employes in for an interview prior to the election. The Jan. 4 jurisdictional contest resulted in a 7-7 tie between the International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators of the U. S. & Canada and the International Brotherhood of Electrical Workers. No votes were cast against having a union.

Step into the KANSAS market

. . . with KTVH



. . . and step into one of the richest markets anywhere! KTVH presents wide opportunity to tap the heart of the Wheat Belt — a market rich in oil, beef, and grain, with thriving aircraft and industrial activity.

The Central Kansas population crowds 1,000,000 with a spendable income in excess of $1,000,000,000. Every survey proves that the pioneer station (KTVH) in this rich area is watched most by the most people! *So, step into the* LUCRATIVE *Kansas market . . . with* KTVH, *a* CBS *basic station.*

KTVH HUTCHINSON

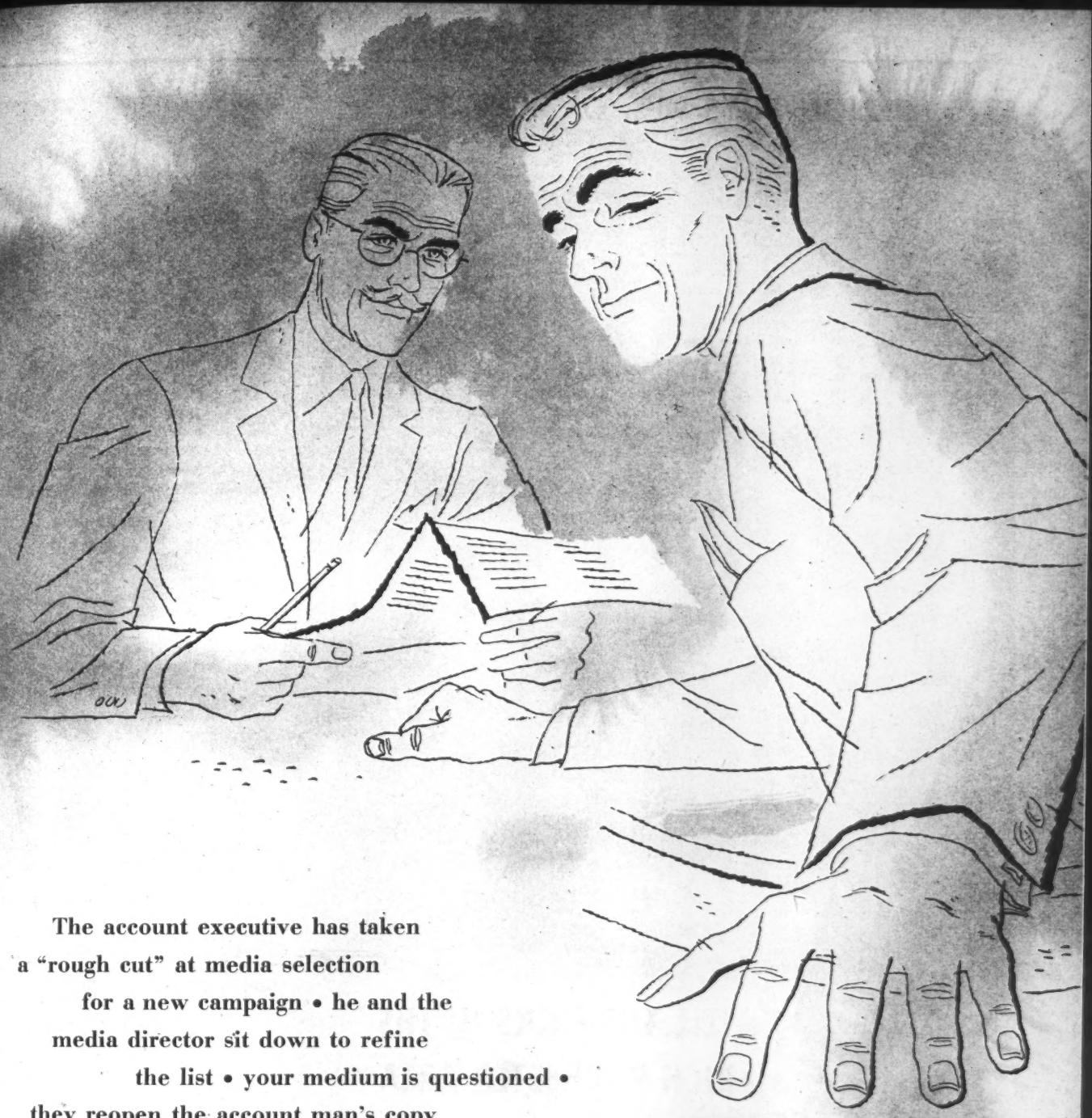
VHF 240,000 WATTS

CBS BASIC

CHANNEL 12

Represented Nationally by H-R Television, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, *General Manager.*



The account executive has taken a "rough cut" at media selection for a new campaign • he and the media director sit down to refine the list • your medium is questioned • they reopen the account man's copy of Standard Rate . . . and if you have a Service-Ad near your listing

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: According to a study of SRDS use made by National Analysts, Inc., 87% of all account men interviewed make use of one or more of the SRDS publications.

$3.75 MILLION BUYS 90% OF KGUL-TV

Galveston-Houston, Tex., ch. 9 outlet is sold to J. H. Whitney & Co., New York group.

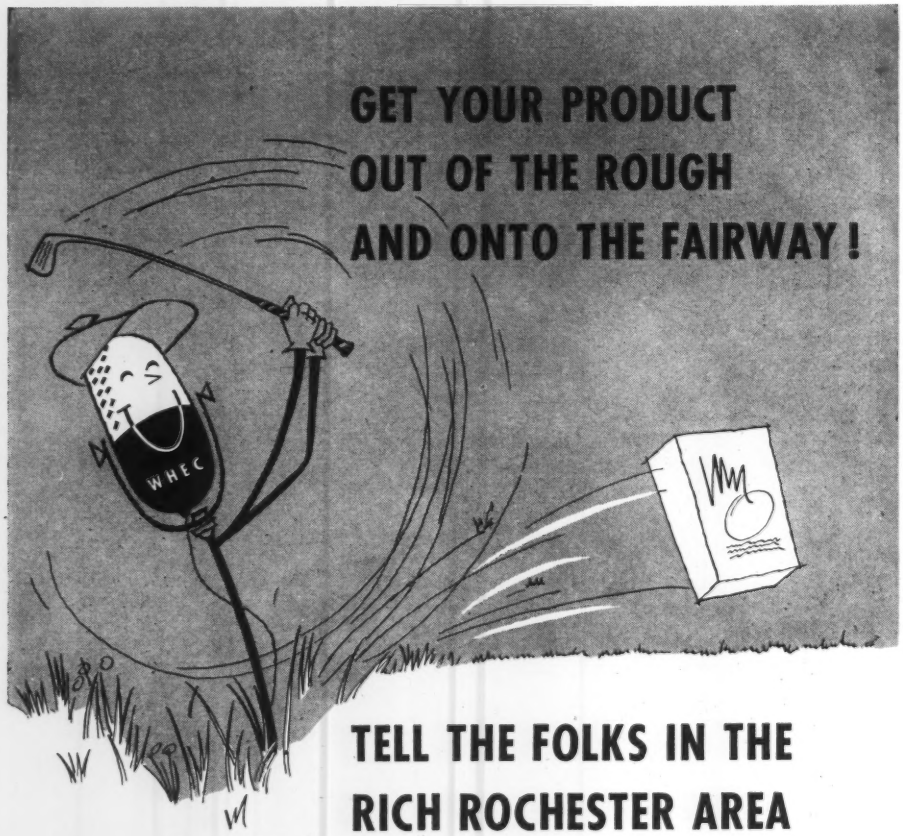
PURCHASE of 90% of ch. 9 KGUL-TV Galveston-Houston, Tex., by the New York investment firm of J. H. Whitney & Co. for almost $3.75 million was announced last week by Paul Taft, president of the CBS-affiliated station, and C. Wrede Petersmeyer, partner of the Whitney company. The 100% value of the station was estimated to be about $4.5 million, including adjustments and interest.

The 90% interest in KGUL-TV will be bought by Lone Star Television Corp., which is 90% owned by the Whitney firm and 10% by Mr. Taft. The latter will become president of Lone Star and remain as managing head of the station. At a subsequent date, it is believed, Lone Star will acquire the remaining 10% stockholdings in the ch. 9 outlet from Texas oilman Wesley West. The transaction is subject to the usual FCC approval, with application to be filed possibly this week.

In addition to 40.5% owner Mr. Taft, sellers are movie star Jimmy Stewart, Fort Worth oil operator F. Kirk Johnson, Galveston banker R. Lee Kempner and Galveston attorney V. W. McLeod. Mr. Kempner sold 10% of his 20% holding to Mr. West some months ago for $150,000. J. H. Whitney Co. is principal owner of San Jacinto Petroleum Corp., Houston. It also owns CBS-affiliated ch. 6 KOTV (TV) Tulsa, Okla., and has interests in a number of community television systems.

SIGNING agreement which transfers 90% ownership of CBS-affiliated KGUL-TV Galveston-Houston to Lone Star Television Corp. are Paul Taft, 40.5% owner-president of outlet (l), and C. Wrede Petersmeyer, J. H. Whitney & Co. partner.

KGUL-TV began operating in 1953 and is represented by CBS Television Spot Sales. Move of its antenna nearer Houston, approved by the FCC earlier this year, has been appealed to the federal courts by ch. 13 KTRK-TV Houston.



TELL THE FOLKS IN THE RICH ROCHESTER AREA ABOUT IT ON

WHEC *The Station Most Rochesterians Listen to Most of the Time!*

THE STATION LISTENERS BUILT!

Here at WHEC we have a "bag of clubs" that will surely send your product soaring right into the warm hearts of our many listeners! Whether you're playing match or medal, you're at scratch—on your way to bigger sales— on WHEC!

A GREAT MORNING BUY!
6:30 to 9:30 A.M.
Mondays thru Fridays
Average Pulse Rating..... 7.6*
Average Share of Audience..38%*
In Metropolitan Rochester, WHEC has a share-of-audience percentage that is *half-again as great* as its nearest competitor—not to mention a *2.5 higher* Pulse rating—for this 3-hour segment!
*Pulse, Report, Oct.-Nov. 1955

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago; LEE F. O'CONNELL CO. Los Angeles, San Francisco

KEAR San Francisco Leased To Bartell Broadcasters Inc.

KEAR, San Francisco independent, has been leased by Bartell Broadcasters Inc. (Gerald A. Bartell and associates) for five years at $60,000 annually, it was announced last week. The 10 kw station (on 1550 kc) is owned by Stephen A. Cisler and associates. Mr. Cisler will retain KXKX (FM) and continue the station's present good music policy. The Bartells, it was reported, intend to change the KEAR call letters to KACE.

The agreement also gives the Bartell company an option to purchase the San Francisco bay area outlet at the end of five years for $125,000 plus a $60,000 consultant's contract for Mr. Cisler.

The transaction, handled by media broker Jack L. Stoll, is subject to the usual FCC approval.

The Bartell group owns WOKY Milwaukee, WMTV (TV) Madison, and WAPL Appleton, all Wisconsin; WAKE Atlanta, Ga.; KCBQ San Diego, Calif., and KRUX Phoenix, Ariz.

Purchase of WCAO-AM-FM By Plough Inc. Approved

THE half-a-million-dollar-plus purchase of WCAO-AM-FM Baltimore by Plough Inc. [B•T, March 26] topped the list of sales (money-wise) approved by the FCC last week.

Plough Inc., Memphis, Tenn., pharmaceutical firm and owner of WMPS there and WJJD Chicago, bought the Baltimore outlets from J. Waters Milbourne and associates for $590,710. The purchase, which was described by Plough as a bid toward seven-station ownership, was followed by the pharmaceutical company's purchase of WCOP-AM-FM Boston, for $457,500, which received FCC approval a fortnight ago [B•T, May 7].

Also approved by the Commission last week: Assignment of KSMN Mason City, Iowa, from

if you want to move a product . . .

first move people

WXYZ · TV

channel **7**

ABC

IN DETROIT

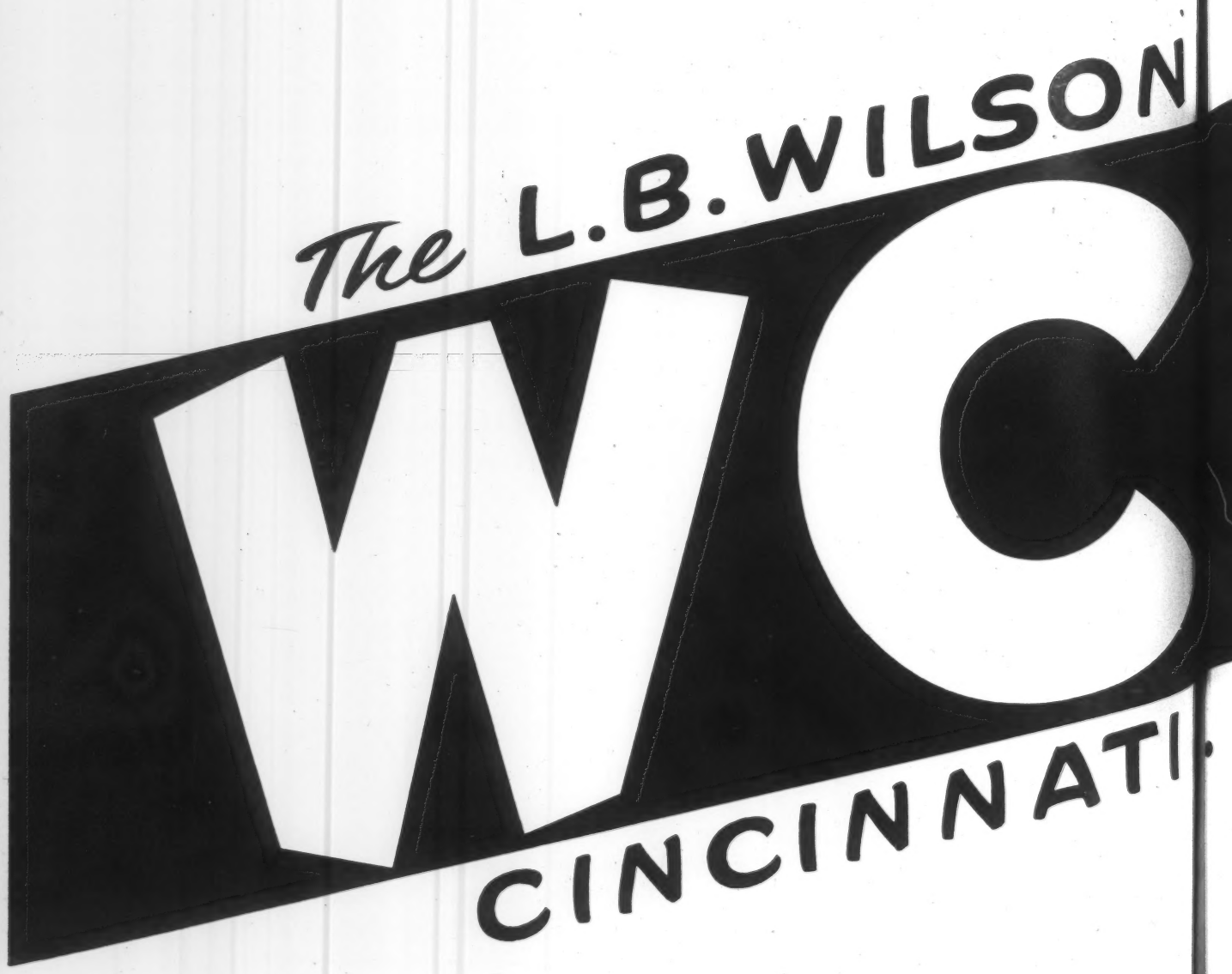
REPRESENTED NATIONALLY BY **BLAIR-TV**

IN CINCINNATI . . .

LOOK AT AUDIENCE

LOOK AT COST

LOOK AT POWER



WCKY . . . ON THE AIR EVERYWHERE ● TWENT-F

STATION

KY

OHIO

IT's OBVIOUS . . .
FOR
MORE AUDIENCE
LESS COST
HIGHEST POWER

BUY WCKY . . . INVESTIGATE TODAY

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

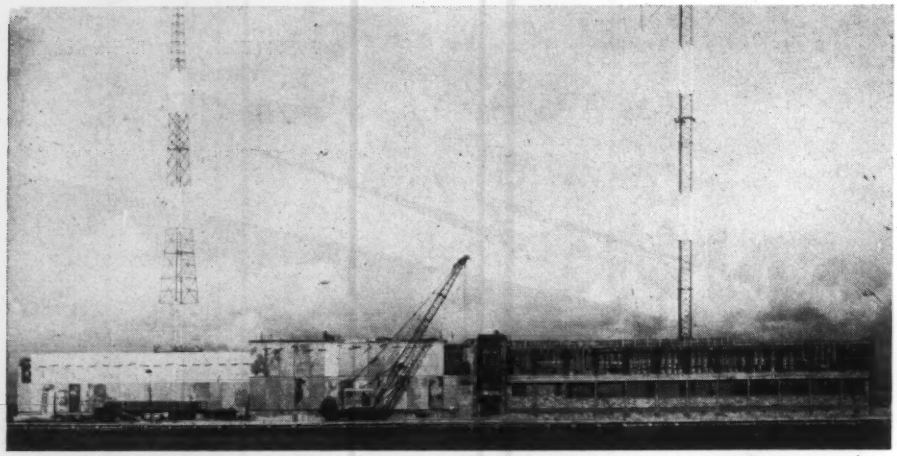
CINCINNATI
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A M Radio Sales
Jerry Glynn
400 N. Michigan Ave.
Phone: Mohawk 4-6555

SAN FRANCISCO
A M Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

FOUR HOURS A DAY ● SEVEN DAYS A WEEK



STUDIO and transmitter building for WCKT (TV) Miami is nearing completion on the North Bay Causeway. The ch. 7 outlet has a July 1 target date and will be an NBC basic affiliate. WCKT will transmit from a 1,000-ft. Dresser Ideco tower with 316 kw, using RCA transmitter and studio equipment. The station is owned by Biscayne Television Corp., whose president, Niles Trammell, is a former president of NBC.

Mohawk Broadcasting Co. to Land O'Corn Broadcasters Inc. (KJFJ Webster City, Iowa), for $115,000; transfer of WBIA Augusta, Ga., from Media Inc. to Augusta Broadcasting Co., for $85,000. W. Ray Ringson, president-70% stockholder of purchasing group, is former 20% owner of WRDW-AM-TV Augusta.

Syndicates Eye Purchases Of Chicago Independents

TWO BUSINESS SYNDICATES have been surveying the Chicago station scene the past fortnight, each with an eye toward the purchase of an independent property.

One group is represented by George Brode, a Chicago attorney, who reportedly was prepared to offer $6 million to Ralph Atlass, president and general manager of WIND, for that station. Mr. Brode declined comment but Mr. Atlass reported "the station is not for sale at any price and we have not been approached." WIND is regarded as one of the country's most profitable independent operations.

A second business group has enlisted the services of a south side Chicago broker, whose interests have been mainly non-broadcast, to seek out independent availabilities.

WTSP St. Petersburg Sold

SALE of WTSP St. Petersburg, Fla., by Nelson Poynter *(St. Petersburg Times)* to N. Joe Rahall and associates for around $200,000 was announced last week. WTSP operates on 1380 kc with 5 kw and is affiliated with MBS. It lost out for ch. 8 Tampa-St. Petersburg when the FCC's grant to *The Tampa Tribune* (WFLA-TV) was upheld in court earlier this year. Mr. Rahall's group also owns WNAR Norristown and WKAP and construction permit for ch. 39 WQCY (TV) Allentown, both Pennsylvania; WWNR Beckley and 40% of ch. 8 WCHS-TV Charleston, both West Virginia.

Storer Stockholders Profit

STORER BROADCASTING Co. last week declared a quarterly dividend of 37½ cents per share on its common stock, payable June 14 to stockholders of record June 1, President George B. Storer announced. The board also declared a five cent dividend per share on Class B common stock. The common stock is listed on the New York Stock Exchange while the Class B is not, Mr. Storer said.

WOAI Returns to 50 Kw Following Tower Mishap

WOAI San Antonio, Tex., began transmitting from its new 435-ft. tower May 6, marking a return to 50 kw output for the first time since the station's tower was destroyed by an Air Force bomber April 3 [B•T, April 9]. WOAI had been operating for a month with 5 kw, using its auxiliary tower atop WOAI-TV's antenna.

The new installation was constructed at the site of the old tower in Selma, Tex., under an agreement made with the Air Force. Under the arrangement, WOAI has agreed to seek a different location satisfactory to aviation interests for a future tower, according to James M. Gaines, vice president-general manager.

WOV on Air Around Clock

WITH extension of its broadcast schedule to include the 3-6 a.m. period, WOV New York is now on the air 24 hours a day, for the first time in its 30-year history. The early morning hours feature a disc jockey origination from Harlem's Palm Cafe. This late extension by WOV, which beams its daytime broadcasts to New York's Italian populations, completes the development of "Italian all day," "Negro all night" policy adopted by station.

$2,000 on the Cops

KITE San Antonio, Tex., News Director Glen Krueger recently accompanied police officers as they made pre-Kentucky Derby raids on bookmaking establishments in the area.

Tape recordings were made and KITE listeners heard last minute bets being made over the telephone, the first time recordings of such activity have been aired, the station believes.

One caller wanted to place a bet of $2,000 on Needles, the eventual Derby winner. It's doubtful the bettor will be paid off—the voice at the other end of the conversation was not the bookie but a vice squad detective.

Television Brings Success For Seattle Hockey Season

TELEVISION currently is being given credit for a revival of interest in hockey in Seattle, Wash., and for assuring a permanent hockey club in that city.

At the end of the 1953-54 hockey season in Seattle, during which only slightly more than 50,000 paid spectators attended the home games, the club disbanded and was not operated the following season.

This past season, hockey returned to Seattle on much the same old basis but with one exception—the Heidelberg Brewing Co. of Tacoma signed a contract to televise all home games over KTVW (TV) Seattle-Tacoma and to reconstruct all out-of-town games through KTNT Tacoma and KOL Seattle. The season's attendance exceeded 80,000 persons, a 60% increase.

Result: There will be hockey in Seattle next season—and televised, of course.

CBS-TV Spot Sales Campaign Stresses Summer Advertising

DESPITE an estimated 20% drop in the number of tv sets-in-use during the summer months, new advertisers would do well to look to summer tv sponsorship because of better schedule availabilities. This is the essence of CBS Television Spot Sales' 1956 summer presentation, which was made public last week to more than 1,000 advertising and sales executives.

Other factors highlighted in the presentation: employment is actually 3% higher than the average figure during the summer months, "disposable income" goes as high as $900 million and sales are up an average 3%.

According to Clark George, CBS-TV Spot Sales' general manager, the material informs advertisers of the value of summer tv as thoroughly as possible, while aiming for additional advertisers in the fall season. "Our main objective," Mr. George said, "is to get advertisers thinking of the television season in terms of 52 weeks, rather than the traditional 13, 26 and 39 week periods . . ."

Lobster Group Names Wheeler New England Representative

HARRY WHEELER has been named New England representative for the Lobster Group of radio stations in Maine, it was announced last week.

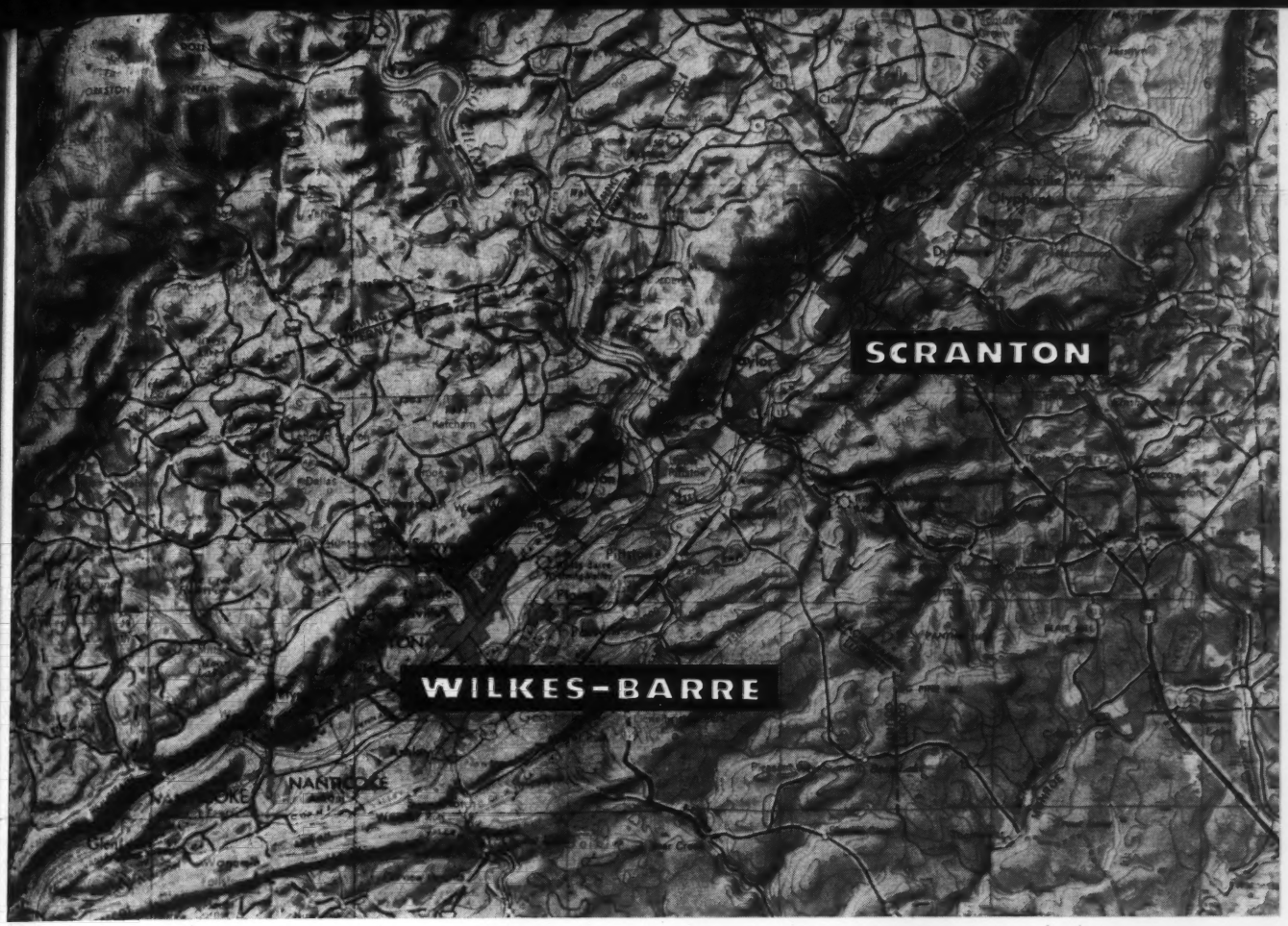
Mr. Wheeler, former WCOP Boston sales manager and Ziv film sales representative, has just established his own representative firm with offices in the Little Bldg., Boston.

Stations in the Lobster Group are WGUY Bangor; WCOU Lewiston; WFAU Augusta; WGHM Skowhegan-Waterville and WRUM Rumford. The stations will continue to be represented by Richard O'Connell Inc. in New York and Los Angeles and by Hal Holman Co. in Chicago.

WNMP Dedicates Studios

WNMP Evanston, Ill., dedicated new studios in the First National Bank Bldg. simultaneously with observance of its 10th anniversary last Friday, the station reports. New quarters are in Fountain Square, 800 Davis St., Evanston. Angus D. Pfaff, president, commercial manager and one-third owner of WNMP (Evanston Broadcasting Co.), is also 50% stockholder in Northwestern Television Broadcasting Corp., grantee of WTLE (TV) on uhf ch. 32 in Evanston, with target date unknown.

(Stations continues on page 84)



HILL COUNTRY UHF

DOES uhf work? Last week Senior Editor J. Frank Beatty assayed the medium in the South Bend-Elkhart, Ind., market, which is mostly flat terrain. He found uhf serving that area capably over an 80-100 mile area. This week B•T presents his findings in an area where uhf has faced a more dramatic challenge—in the tumbled hills and deep valleys of Northeast Pennsylvania.

LAST SUMMER a busy man with sturdy feet and a full notebook wandered up and down the mountains and valleys of Northeast Pennsylvania. From Lewisburg, 55 miles southwest of Wilkes-Barre, and north of Scranton to the New York state line, he knocked on doors and asked questions.

The purpose: To find out what media reach the majority of the people in this extensive market, one of the first 50 in the U. S.

John Green, advertising manager of Fowler, Dick & Walker, The Boston Store (Wilkes-Barre), spent four tough but informative months on his media mission. His knuckles still twitch at an imminent door sill, but his survey led to a conclusion that had a profound impact on the advertising policies of this department store, described as the largest in the market. The conclusion:

"Uhf television is the only medium that covers most of the Wilkes-Barre and Scranton 100-mile trading area."

The twin cities, 15 miles apart, have daily newspapers, as do some of the smaller cities, but The Boston Store could find only one single medium that reaches its metropolitan and outlying market. Now the store is a major television sponsor.

Four uhf stations—two with megawatt (1 million watts) power and two with about a quarter megawatt—push their signals up and down the valleys and around mountainsides. This rugged terrain, engineers predicted years ago, would be a most unlikely spot for uhf. Yet today, people on the blind side of hills and tucked in curving valleys are getting signals from Wilkes-Barre and Scranton. The laws of allocation aren't being defied; rather, the uhf stations are using height and sheer electronic muscle to provide reliable service to a predominant share of the populace. All four stations have transmitter sites over 2,000 feet above sea level and 1,500 feet above the Susquehanna and Lackawanna River valleys.

Part II

Of utmost importance in the Northeast Pennsylvania television market is the fact that around 90% of the people live in valleys, which run in a generally northeast-southwest direction. The four uhf stations sit atop mountains that give them a clean shot up and down these inhabited valleys. Luzerne County, with nearly 400,000 people, and Lackawanna County, with 275,000, depend almost entirely on uhf signals picked off the air. Aside from such smaller places as Shickshinny, victim of a river bend, and the important Hazleton market, for example, direct off-the-air reception prevails.

As uhf signals get out 30 to 100 or more miles from the twin cities, they are picked up at what is often known as "Cable Heaven." Dozens of cities and towns, such as Williamsport and Sunbury, are served by community antenna systems with their direct cable feeds to subscribing customers. Those living in the deep valleys of mountainous Schuylkill County (South of Luzerne) and many other outlying sections are mostly dependent on cable service.

Scranton and Wilkes-Barre reach directly many towns 50 miles away, with uhf signals obligingly bending down and around to a limited extent, and bounding among the hills to provide refracted and reflected images that alert servicemen are quick to catch. The signals go out 50 to 75 miles and more for the benefit of viewers living on hilltops or favorably sloping hillsides.

Over 90% of the families in Lackawanna and Luzerne counties have tv reception. Conversion is practically 100%. Plenty of

homes do not have all four uhf signals, but relatively few are totally blind. Uhf's technical advantages such as freedom from man-made and natural interference are offset by a shadow problem that no broadcaster tries to ignore. The shadows are inevitable around this rugged landscape and even a few isolated blocks in the two main cities have signal trouble.

Many engineers insist that vhf, too, would have shadow problems in the market —possibly worse than uhf. They point to the vhf shadowing in areas 20 or more miles from ch. 12 in Binghamton, N. Y.

This conclusion is inevitable after a visit around Northeast Pennsylvania: Wilkes-Barre and Scranton, and the outlying trade areas, totaling 1½ million people, are happy with their uhf service.

The question that keeps popping up most often is this: Is megawatt power the answer to the uhf problem in mountain country?

In general, the answer is affirmative. Signals are stronger, all agree, but the benefits were practical rather than dramatic. Primary areas spread somewhat, but the main benefit came from the solid pictures put into marginal and inaccessible homes within the primary and secondary areas.

No miracles came out of the quadrupled power. Nobody involved in these megawatt operations—WBRE-TV and WILK-TV Wilkes - Barre — expected miracles. They wanted to cut down the shadow areas and overcome the snow, and they attained these goals. This fill-in improvement, most of them agree, meant more viewers than a 20-mile extension of the primary radius could have provided. The other two stations in this uhf market are WGBI-TV and WARM-TV Scranton.

That is a thumbnail and non-technical summary of the Wilkes-Barre and Scranton market—the market that Mr. Green surveyed on behalf of The Boston Store. Having found that uhf television provided the only single medium that could deliver commercial messages to the market, the store started planning. Late last month it opened a major television campaign, starting a five-minute window in the NBC-TV *Today* five mornings a week on WBRE-TV Wilkes-Barre plus 70 announcements and IDs. The *Today* window—and it's a carefully planned production—was telecast the morning of May 4 from "The Little White House" on the second floor of this thoroughly modern department store. Every department has been wired for live tv production.

With uhf, The Boston Store is contacting the trading area residents. The slogan "a great store in a great state" and a Pennsylvania map are identifying devices. Tv sets have been placed around the departments as morale builders and sales stimulants for the staff as well as for public observation.

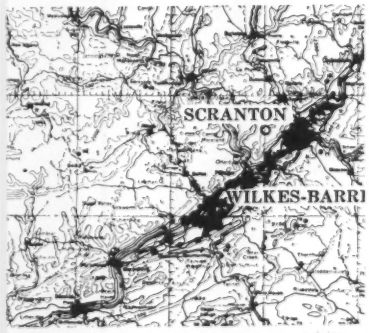
A major retailer's discovery that uhf is the only medium that can serve this corner of Pennsylvania is shared by one of the area's important advertising agencies, Crolly Advertising Agency of Wilkes-Barre. Phil A. O'Neill, president of the agency, joins Mr. Green in feeling that the only way to understand public media habits is to go out into the field and talk to people and businessmen.

"In Northeast Pennsylvania," Mr. O'Neill said, "Uhf is definitely the medium to buy. Vhf has little coverage that excludes uhf reception. Binghamton puts a vhf signal into northern parts of the market but it is unnecessary to local, regional or national advertising.

"The uhf stations are well engineered and get into the populous areas, with a potential of two million people. They reach 75% to 90½ of the L&L people—Lackawanna County (Scranton) and Luzerne County (Wilkes-Barre).

"I constantly see people in their homes in my field work. If I were a New York, Philadelphia, Chicago or San Francisco agency I would definitely use uhf to reach Northeast Pennsylvania. Some timebuyers still shy from uhf like a scared horse because of the black eye it suffered in some other markets. They don't know this market if they don't buy uhf.

VALLEY DWELLERS



NINE out of 10 people in the Wilkes-Barre and Scranton trading area live in valleys, as indicated by this map.

"This corner of the state was starved for tv almost six years. People spent big money for vhf sets and antenna or cable facilities. Now they have excellent uhf service and the networks are received all over the market except in some of the severe shadow spots."

WBRE-TV (ch. 28) is wholly owned by Louis G. and David M. Baltimore. The father-son executive team combines engineering and management experience, with the elder as president and the younger as vice president-general manager. Their aggressive operation is reflected in the pioneering of megawatt uhf, the original RCA installation having been set up with this in mind. Charles Sakoski Sr. is chief engineer.

As a basic NBC affiliate, WBRE-TV has a top rate of $575 an hour for network time and Class A rate of $450.

Despite the heavy investment in equipment, WBRE-TV is described as a profitable operation. Business is well over last year and is expected to pass $900,000 in 1956. The NBC-TV service is picked off the air from a relay atop Pimple Hill, in an eastern mountain range.

The Baltimores own WBRE, 250 w on 1340 kc, and WSCR Scranton, 1320 kc regional. Their studio-office building in downtown Wilkes-Barre once was a residential showplace. The transmitter is located alongside a mountain highway with 2,110-foot elevation. WBRE-TV's national representative is Headley-Reed Tv.

WILK-TV (ch. 34) went on the air Sept. 17, 1953, also setting up its transmitter on Wilkes-Barre Mountain, southeast of the city. It operated with a quarter-million watts before going up to a megawatt early last year. Eight stockholders share equal ownership, including Roy E. Morgan, executive vice president, and Thomas P. Shelburne, tv managing director and treasurer. WILK, regional on 980 kc, is the am affiliate. Vernon and Gerald Wise, owners of the *Butler* (Pa.) *Eagle*, are stockholders in the tv operation. Chief engineer is Theodore French.

Though it cost over $200,000 to boost the power to a megawatt, and operating costs are up, the station is just returning to the profit column, according to its officials. Income this year is expected to reach $600,000. The top hourly rate is $300. The station goes on the air shortly after noon.

The network story, as related by WILK-TV, is roughly this: WARM Scranton and WILK Wilkes-Barre were ABC Radio affiliates, so when the two tv stations started within a five-month period the network let them fight it out. As a result, both stations are ABC-TV optional affiliates and buyers of time can take both or either. WILK-TV, with its megawatt, claims all but two ABC-TV network commercials. WILK-TV's national representative is Avery-Knodel. A direct AT&T network link is used, the only one in the area.

WGBI's roots go back to early radio days when the late Frank Megargee started a pioneer broadcast station in his radio shop. His daughter, Mrs. Douglas Holcomb, is vice president and general manager, with 85% of the stock held by her mother, Mrs. Madge E. Megargee, president. Now WGBI-TV (ch. 22) is planning another pioneering venture as it installs GE transmitting gear capable of operating on 2 megawatts, though the actual permitted power is only half that much under a recent FCC ruling. The transmitter will be a proving ground for radiation experiments.

A three-city television tieup is envisioned by WGBI-TV as a way of adding to uhf coverage in Northeast Pennsylvania. This proposes purchase of 90% interest in the projected WRAK-TV Williamsport (ch. 36), not on the air, and 51% of the projected WKOK-TV Sunbury (ch. 38). The two added cities, now reached on a spotty basis by WGBI-TV, could pick its programs off the air. Both cities have community cable systems. Sunbury, on the Susquehanna River, is about 55 miles southwest of Scranton; Williamsport sits 60 miles west in a saucer and can only get Scranton and Wilkes-Barre reliably in the high spots, aside from cable service.

WGBI-TV is operating in the black and expects to take in possibly $750,000 this year. An additional $400,000 item for the new transmitting equipment will challenge the black-ink rating. The station's top hourly rate has been raised from $250 to $400. H-R Representatives is national representa-

A new aircoach service offered only by American Airlines

The first nonstop DC•7 aircoach coast-to-coast

New York-Los Angeles $99 plus tax

Washington-Los Angeles $98 plus tax

Just in time for the vacation season, American introduces the finest and fastest transcontinental aircoach service—the first *nonstop aircoach* on the DC•7, world's fastest airliner. This is *luxury* aircoach travel—including reserved seats and passenger lounge. Fine meals are served, available at economical prices. "The Royal Coachman" is *all-coach* service. There will be two flights daily—daylight and overnight—between New York and Los Angeles, starting May 20th, and daily service between Washington and Los Angeles, starting June 3rd. Make your reservation now for this popular new service.

AMERICAN AIRLINES

America's Leading Airline

tive. As a CBS-TV optional, WGBI-TV provides the only CBS network service over an extensive area. While the station feels it is reaching most of its normal market with 250 kw, it isn't going to be left behind in the megawatt race. It will be ready to go on up to 2 megawatts if FCC lifts the permissible power limit. Operating WGBI-TV with Mrs. Holcomb are Vance L. Eckersley, attorney-consultant; George D. Coleman, general manager-national commercial manager, and Kenneth R. Cooke, chief engineer. Douglas M. Holcomb is promotion manager.

The two Scranton stations, with adjacent mountaintop sites west of the city, claim ability to put their uhf signals into the populous valleys, whereas the Wilkes-Barre stations claim their mountain offers the better location.

WARM-TV started in February 1954 on ch. 16. William W. Scranton, treasurer, is 80% owner of stock and President Martin F. Memolo owns the other 20%. William Dawson is general manager and Ross Parker chief engineer. Bolling Co. is national representative: The station is an optional ABC-TV network affiliate. Mr. Memolo said it takes about 50% of the network's commercial programs. Highest rate is $225 an hour.

Revenues in 1956 are expected to be around $450,000, judging by winter and spring business. The station is making steady progress, Mr. Memolo said. "Each quarter has been better than the last one," he explained. "We'll be in the black in the not too distant future."

Mr. Scranton, president of Scranton Lackawanna Trust Co. and director in DL&W railroad and other corporations, holds a minority interest in WTVE (TV) Elmira, N. Y., which returned to the air a week ago after having been blown out of operation by famed Hurricane Hazel. He said Elmira is taking ABC-TV programs from WARM-TV, with a combination sales arrangement. Transmitters are 83 miles apart.

The Elmira service area includes 120,000 people and 42,000 converted receivers, he added. Autumn plans call for strengthened program service where ratings are low. The aural station, WARM, operates with 5 kw on 590 kc. WARM-TV goes on the air daily at 12:45 p.m. Coverage of a 200,000-set uhf area is claimed with 191 kw power.

The megawatt signal is emitted in two different ways by WBRE-TV and WILK-TV, and now WGBI-TV is tooling up to use both of them.

WBRE-TV became the first megawatt tv station at 3 a.m., Dec. 31, 1954, on the eve of its second birthday. It added two RCA 12½ kw amplifiers to the 12½ unit that had been putting one-fourth megawatt off the antenna, using the older unit as a 5 kw driver. The megawatt signal is radiated with a 46-gain pylon antenna.

Three weeks later WILK-TV joined the megawatt ranks, adding a 45 kw GE amplifier to its 100 w exciter and 1 kw driver. The antenna gain is around 25, half that of the WBRE-TV antenna.

Which is the better system? WGBI-TV hopes to find out when it jumps to a megawatt this summer. Using GE equipment, WGBI-TV will operate a 45 kw amplifier split into two sections. It will have a 50-gain antenna split in the center.

With this flexible setup, WGBI-TV will attain a megawatt by (1) using high antenna gain on half power and (2) by using half the antenna gain and the full 45 kw amplification. According to Mr. Eckersley, the station will measure the signal at a number of points in search of a solution to the megawatt controversy. FCC permission to use this ambidextrous combination was granted May 4. WGBI-TV originally had sought permission to operate the whole combination at 2 megawatts power but this petition was withdrawn when Wilkes-Barre stations indicated their opposition.

What happens when a uhf station ups its power from one-fouth megawatt to a full megawatt?

John Creutz, of the consulting firm of Page, Creutz, Steel & Waldschmitt, summed it up this way: "Megawatt operation made it easier to get a good signal over the whole service area and helped substantially to fill in the shadows and dead spots. The stations

WILL GE'S 6BY4 DO THE TRICK?

AROUND the hills of Northeast Pennsylvania the four uhf tv stations in Wilkes-Barre and Scranton are pumping efficient signals from strategically located mountain peaks, but there are two problems facing this relatively new medium—problems beyond station control.

First, engineers and servicemen agree, is the receiver problem. The allwave circuitry is highly inefficient, they feel, though some progress has been made by set factories. Second is the problem of filling absolutely blind spots, such as Schuylkill County, and putting a boosted signal into distant points.

Like their South Bend-Elkhart brethren, technical and service people speak critically of the front-end gear that goes into receiving sets and blame manufacturers for not putting better engineering into these allwave models. After all, 1,181,000 allwave sets were manufactured last year of the 7,756,000 tv total, plus large numbers of converters for vhf-only models.

"There's a crying need for a good front end in receivers," said Charles Sakoski Sr., chief engineer of WBRE-TV Wilkes-Barre, megawatt station. "A reduction in tuner noise of 6 db would be equivalent to an increase in station power from 1 to 4 megawatts."

Theodore French, chief engineer of WILK-TV Wilkes-Barre, also operating with a megawatt, said the new General Electric microminiature metal-ceramic tube (6BY4) could be installed in a tuner to add possibly 6 db to the signal. This is the benefit gained by quadrupling power from 1 to 4 megawatts.

Mr. French said a tuner using this tiny tube (see photo) would include an rf stage, requiring a tuning adjustment.

GE's 6BY4

The 6BY4 tube has been used in guided missiles and for professional tuning. GE describes it as a low-noise, high-gain type. Technical delegates at the NARTB Engineering Conference last month voiced enthusiasm at the hope for a way out of the allwave tuning predicament.

Inquiry at GE disclosed that manufacturers, who have been sent models of the tube and technical data, are showing little interest in development of new uhf tuners despite obvious signs that FCC is looking toward uhf for allocation relief.

On a production basis, it was indicated at the NARTB meeting that the tube might be produced for around $2. A power gain of 15 db is claimed for the 6BY4 with approximately a 6 to 8 db signal-to-noise improvement over the 6AF4 used in most uhf tuners. The 6AF4 boils, and it loses efficiency at the upper end of the uhf band. GE claims simplified vhf-uhf tuners can be built with the tiny, new ceramic tube.

Western Electric Co. has a costly tuner tube containing gold elements, but it is out of the consumer-product price range.

While tuner improvement will benefit all uhf reception, the stations in the Wilkes-Barre and Scranton area are showing interest in boosting of the transmitted signal. They would like to use efficient, trouble-proof translators, costing around $5,000, for shadow spots. These automatic translators would operate in the top part of the uhf band and cover a range of several miles.

They are interested, too, in automatic boosters that could add vitamins to signals in weak spots. Both translators and boosters have been developed.

What would happen to community cable systems? One answer can be found in Wilkes-Barre, which once had a prosperous hookup. It now operates with a small subscriber list, principally taverns and clubs seeking sports and other programming from New York and Philadelphia vhf stations.

Around Northeast Pennsylvania are numerous cable systems, such as those at Williamsport, and small outfits serving crossroads spots and villages. All of them charge fees ranging up to $3 or more a month for their service. None of the Scranton or Wilkes-Barre stations could offer any information on their cable circulation but they conceded it is extensive.

PUBLIC NOTICE

Harper's recently ran an amusing article by a New Yorker without a television set who visited his tee-vee-ing Iowa in-laws and found Sophistication. They knew all about The World Outside, and credited tv.

For all we know he may have been crediting us; we thank him even in case he wasn't.

But that's not the point. So many of our friends have called the article to our attention, so many have sent us copies, that it's time to call a halt.

Alright already—we saw it. As a matter of fact, we saw it the day the magazine came out, having been a *Harper's* subscriber for years.

Wonder if their stock is available.

WMT-TV Channel 2
CBS for Eastern Iowa
Mail Address: Cedar Rapids
National Representatives: The Katz Agency

needed better coverage of the concentrated population." His firm is WILK-TV consultant.

The two Wilkes-Barre stations voice satisfaction at the results, but concede the service area was not pushed out substantially. They were aware of this before contracting for the new transmitters. Since the country is rugged, they wanted to add decibels where signal strength was barely adequate or inadequate.

Put in a general way, the two stations increased signal strength 6 db by quadrupling power. To get another 6 db they would have to go up to 4 megawatts, involving additional cost factors.

Since the tuners in allwave converters tend to deteriorate faster than the rest of the receiver, thus losing efficiency, the stronger Wilkes-Barre signals give a margin of safety. Equally important, from a coverage standpoint, is the conviction of both stations that the stronger signals added more audience than a 20-mile extension of the radius would have obtained. In the fringe city of Bloomsburg, the megawatt power "made the difference between just a tv picture and a real good picture," according to Joe Follmer, serviceman. Many servicemen observed that antenna adjustments are now less critical in outlying areas.

David Baltimore stated it this way, "Since we went to a megawatt, complaints have practically disappeared. We like our megawatt. We get heavy mail from Allentown, Bethlehem and Reading, but don't claim coverage." Mr. Baltimore said people forget that vhf had its troubles a few years ago, and added that uhf is just emerging from that stage.

Neither WBRE-TV nor WILK-TV has been silenced for any noticeable time because of trouble with their megawatt transmitters.

The uhf signals bounce around the hills, creating occasional problems. This can be serious when dual home antennas are hitched to a single lead-in. Large numbers of homes use bow ties or corner reflectors to pick up the two cities.

Mr. Scranton is satisfied with 250 kw for WARM-TV. "Our power on ch. 16 serves the area adequately," he said. "The megawatt power impresses Madison Ave.; possibly it is justified as a sales expense."

Having reviewed the coverage factors, the next question is this: How much does it cost to put out megawatt service?

Messrs. Shelburne and French said the WILK-TV transmitter tube bill went up from $800 to about $3,000 a month. It cost roughly $220,000, including installation, to put in the GE unit. Six klystrons are rented from GE at a cost of $1.25 per tube per hour, or $7.50 per operating hour (three rent-free spares are kept handy).

WILK-TV hired three extra technicians as a safety factor. The station said it expects a cut in tube rent from GE because careful maintenance is giving longer tube life than originally anticipated. The power bill at the transmitter has increased from $800 to around $2,500 a month, due to the addition of the 45 kw amplifier.

At WBRE-TV Vice President Baltimore and Mr. Sakoski said their tube bill is running about $5.70 per hour for six major tubes and going down every month. WBRE-TV operates with 4 pentodes (and two spares) bought from RCA at $4,300 each. Tube life is being built up to 6,000 hours. The megawatt installation cost over $200,000, about the same as the WILK-TV figure. Power costs have risen from $600-$700 a month to $1,300 (including the fm transmitter) but WBRE-TV goes on the air in early morning whereas WILK-TV starts at lunch time.

Aside from cost factors, broadcasters have varying views on the merits of the two megawatt systems. David Baltimore, a Massachusetts Institute of Technology graduate, prefers the simplicity and efficiency of the RCA transmitter.

On the other hand Messrs. Shelburne and French prefer "honest kilowatts" to high antenna gain. They claim WILK-TV puts out a fatter lobe that is superior to that of WBRE-TV over most of Northeast Pennsylvania and contend it's easier to phase the signal so it is tailored to the population centers. They cite an engineering survey to support this claim.

WGBI-TV's megawatt operation will add new fuel to the technical argument when the new plant gets underway in a few months.

Reception in Outlying Areas

Here are typical comments gathered in field trips around Northeast Pennsylvania:

Jack Vandermark, Vans Tv Furniture Appliance Co., Berwick (18 miles from Wilkes-Barre, 35 from Scranton, in valley)—"Wilkes-Barre stations come in best. Scranton is hard to get snow-free in low spots behind hills but there are few blind areas. Some ghosting is found northwest toward the mountain. The newer model allwave tuners are getting better. No reliable vhf service comes into this area. Some of the uhf trouble is due to cheap leadins." A General Electric portable hitched to a roof antenna brought in 28 and 34 satisfactorily. Scranton stations were snowy but Mr. Vandermark said he had just moved into a new building and didn't have permanent antennas in operation.

Joe Follmer, Bloomsburg (30 miles from Wilkes-Barre, 45 from Scranton, in valley)—"We have a few blind spots, and there are some snowy installations. Since Wilkes-Barre went to a million watts we get chs. 34 and 28 good. Scranton is noisy but adequate in most cases. Sunbury (15 miles southwest of Bloomsburg) gets the two cities spotty—sometimes good, sometimes not. Danville, between Sunbury and Bloomsburg, is mixed, too. Uhf is wonderful. It has no interference. What uhf needs is good receivers. The tuners are a mess. We need a tuner with an rf stage, which would need tuning." Using an old set connected to an average-height antenna, chs. 28 and 34 pictures from Wilkes-Barre were good but ch. 22 from Scranton had some snow. Ch. 16 was a shade stronger.

Dale Vaughn, Horlacher & Sick appliance store, Tunkhannock (17 miles northwest of Scranton, across hill country, and 22 miles from Wilkes-Barre)—"Avery Mountain to the east keeps Scranton out of the low places. Wilkes-Barre comes in through a cut. Ch. 12 from Binghamton doesn't show in the store but it's in town, especially on top of hills and Scranton hits the high places. We always get one or more uhf pictures except on an occasional farm in a hollow. Binghamton (38 miles north) frequently has ghosts and a black streak down the center. Sometimes we sell a vhf-only set in Mehoopany (six miles northwest) because it sits in a pocket. In the high spots around this country we get all five stations. The vhf shadows are as bad as uhf."

Mark Robinson Farm (2 miles south of Tunkhannock, atop a hill)—Scranton uhf signals were good, Wilkes-Barre snowy. Binghamton vhf was good. While the spot is high, there are higher hills to the east.

Mrs. Mac Peek, proprietor of Mac Peek Electric, Montrose (33 miles north of Scranton, 50 miles north of Wilkes-Barre, 17 miles south of Binghamton)—"They get Scranton another 15 miles north of Montrose. All four uhf stations have excellent signals except in the bad spots. In these hills some get uhf and no vhf, and some get vhf without uhf. There are a lot of high hills between Montrose and the uhf stations. We sell a lot of converters to people north of here who had been satisfied with one vhf picture until uhf came along. Once in a while we have tuner trouble.

"Our Philcos come from a Binghamton distributor. For some strange reason they never are allwave so we have to put in Philco allwave units for $40. Sometimes we even have to drill the panel to put in tuners. We only sell allwave sets. The Blonder-Tongue converter uses a 6T4 tube and works well. We sell them for $19.95. People generally install the tuners themselves." On a rather old Stromberg-Carlson set in Mrs. Peek's home, chs. 16, 22, 28 and 34 came in with good pictures. Ch. 34 had a slight flutter. The home and store are about half-way up a hill sloping generally downward toward the uhf stations. Binghamton vhf was good.

Floyd Seaman, Seaman's Store, New Milford, Pa. (33 miles north of Scranton, 50 from Wilkes-Barre, 18 south of Binghamton)—"Usually we get all Scranton and Wilkes-Barre signals fine, but may have some trouble in the low spots. Scranton is better than Wilkes-Barre. Ch. 12 from Binghamton comes in everywhere and once in a while we get chs. 3 and 8 from Syracuse."

Home of Sam Letzic, businessman, 82 Lincoln Ave., Carbondale (part way up hill sloping away from Scranton)—Wilkes-Barre stations, 30 miles southwest, came in better than Scranton, 15 miles southwest, because of terrain. In other parts of Carbondale, an important market, the situation is the reverse and Honesdale, another 15 miles to the east, sits in a tough uhf spot. Carbondale is at the head of the Lakawanna Valley which runs southwest through Scranton.

That's what uhf looks like in the bumpy landscape of Northeast Pennsylvania.

just 25 years ago

IT&T revealed to the world the amazing possibilities in microwave communications

It was an historic day, 25 years ago, when IT&T engineers beamed a microwave telephone signal from Calais to Dover across the English Channel. A new age of communications was born with this first demonstration of the practicability of microwave transmission.

Today, microwave radio links span the United States, as well as many other countries.

In the brief time of one generation, pioneer IT&T achievements have rapidly expanded the knowledge and use of microwave. IT&T leadership provided techniques and equipment that helped make possible today's modern microwave radio links for telegraph, telephone, television, telemetering, aircraft navigation, and other vital services including over-the-horizon microwave—an exciting step toward the day when TV may span the oceans.

It's only the beginning. Each year, with world-wide facilities for research and manufacturing, IT&T engineers continue the development of new applications of microwave that will bring even greater benefits to industry, national defense, and your daily life.

INTERNATIONAL TEL AND TEL

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.

MADISON AVE. TO MAIN

RARE is the big-town radio-connected executive who hasn't dreamed of getting away from it all and settling down in Homeville with a little radio station of his own. Rarer still is one who has actually made the transition successfully. Herewith is a road map of the radio route from Madison Ave. to Main Street, with all its steep climbs, sharp turns and hidden pitfalls, drawn by one who knows it well from firsthand experience—Beverly (Bevo) M. Middleton, onetime sales manager of WCBS New York and today owner-operator of a daytime 1 kw station, WWIT Canton, N. C., and a fulltime 250 watter, WHKP Hendersonville, N. C.

From Madison Avenue to Main Street is not far, but the way is most hazardous. Whether you're a radio director of an advertising agency, a program man or a commercial man in one of the top broadcast jobs in New York, Chicago, or San Francisco, don't think for one moment that you can pack your bags and go to a Main Street station and show them how to do it, because you simply can't. If you try it, believe me, you'll wind up licking your financial wounds after your first year's operation, and it will be a very expensive education.

What is a small market radio station? Well, just about what the name implies; a radio station in a single-station market in a community of 5,000 to 20,000, with perhaps a county population of from 15,000 to 40,000-50,000. There's no such thing as "no competition." That dream spot where the small market radio station has no competitors, I have not yet found. There may be even two stations in your county. This makes life all the more intriguing.

Your small market radio station is usually full-time 250 w, with or without a network affiliation or 1,000 w daytime-only, probably independent. The acquisition of one of these stations is not as easy as falling off a log, even though your jeans may be loaded with money.

Assuming you can find the exact station, in the exact market, available to you at the price you want to pay, there is always the wait while an application is filed with the Federal Communications Commission for transfer of the license from the previous owner to you. This can take several months or, as in one recent case, only six weeks. Now, in case you can't find the station you want already in operation, and you still must have that dream station in Homeville, the next thing is to pore over maps and statistics of the part of the country you'd like to settle in and look for a town and county big enough to support a radio station, or possibly, a second station. Only then will you discover that practically every Homeville, U. S. A., already has a radio station. Should you be fortunate enough to find the particular Homeville that you believe has a good future and no radio station, then the fun begins.

Don't try to be a "do-it-yourself" artist and prepare your own application and choose your own frequency and file your own papers with the Commission. It takes the technical knowledge of a radio engineer and the legal talent of a good lawyer (and a specialized one, at that) to prepare the various exhibits and financial statements, plus proof that your frequency will not interfere with any current frequencies and know that nobody else has filed for the same frequency in or nearby that would put you into a hearing. We won't discuss all of these details, we'll just make the suggestion that you locate a good radio lawyer and a good engineer and have them do a search for you on the Homeville you have, and when they come up with a frequency for a full-time 250 watter or for a kilowatt daytime, then they're ready to prepare the papers and file them with the FCC.

We're assuming that you've already talked to your engineer and he's found a frequency for you in Homeville, because if there's none available there, we should forget the whole thing. That should be your first step—to find out if there's a frequency available.

At this point, we'll have to take time out to discuss how much it costs to build a station and have sufficient finances to carry it over the period necessary until it can get enough revenue in from advertising to carry itself and make a little profit, we hope. This, of course, varies greatly. I knew one engineer who put a 250 w station on the air with a total capital of $10,000. Of course, he was able to rent space and buy a second-hand transmitter that would pass the FCC standards, and do a lot of the work himself. Also, his wife did a lot of the work.

But let's assume that you are not an engineer, only a good business man who knows

HOW TWO STATIONS MADE OUT IN DECEMBER 1955

WWIT Canton—1 Year Old

INCOME:		
Sales		$6,149.35
EXPENSES:		
Agency Commissions	$ 14.04	
Special Wire Facilities	153.25	
Engineering Expense	60.08	
Records and ET	37.10	
News Service	167.20	
Royalties and License Fees	168.20	
Advertising	25.00	
Sales Promotion	43.49	
Salaries	2,811.98	
Repairs	20.00	
Heat-Light-Water	132.88	
Travel and Entertainment	196.54	
Telephone and Telegraph	75.09	
Dues and Subscriptions	28.40	
Stationery and Office Supplies	28.99	
Postage and Express	14.83	
Automobile Expense	69.25	
Insurance (Est.)	120.00	
Legal and Accounting	132.50	
Social Security—Employer's Part	55.85	
N. C. Unempl. Comp. (Est.)	80.00	
Other	89.44	$4,524.11
Gain before Taxes and Depreciation		$1,625.24

WHKP Hendersonville—9 Years Old

INCOME:		
Sales		$7,504.75
EXPENSES:		
Agency Commissions	$ 14.95	
Cost of Talent	53.00	
Heat-Light-Water	124.52	
Advertising	6.35	
Sales Promotion (Average)	125.00	
Auto Travel and Entertainment	204.03	
Engineering Expense	42.43	
Postage, Express, and Freight	13.88	
ABC Network	250.00	
Music License	212.96	
News Service	200.65	
Office Expense	88.43	
Record Expense	21.18	
Salaries	2,837.51	
Social Security—Employer's Part	43.67	
Telephone—Commercial—Broadcast Loops	317.35	
Telephone—Administrative	108.27	
Rent Expense	167.43	
Insurance (Average)	140.00	
Dues and Subscriptions	14.40	
Legal and Accounting	207.50	
Other	106.28	$5,299.79
Gain Before Taxes and Depreciation		$2,204.96

STREET

something about radio and wants to know "How much does it take?" I'd like to suggest that you have, in cash and credit, no less than $50,000 before you start out.

The chart at right shows exactly what it cost us to put a 1,000 w daytime station on the air in Canton, N. C.

As you will note, we were able to finance a good many things and, of course, even though we were able to finance them, we did have the credit to back the financing. You'll see that we had a little more than this actually invested in the station.

In the case of WUSN Charleston, S. C., the cost to get on the air was approximately $35,000. That was back in 1948; we had a tower base already there, and the building, with slight remodeling, was made into a combination studio and transmitter house.

Now back to the application. If you happen not to be an American citizen, forget the whole thing, because the Commission requires that no more then 10% of any radio station be owned by foreigners. Generally speaking, the qualifications, as far as the Commission is concerned, are that you have proper finances, that you're a person of good reputation and that you know enough about a radio station to be able to run it in the public interest and/or necessity. This doesn't mean that you have to "know it all" but you do have to know enough to employ people who know how to run a station for you. Let's assume that you have these qualifications and take it from there.

You should be prepared to show that the service a radio station can give the Homeville you've chosen is a needed one. To do that, before you've actually applied to the Commission for your construction permit (incidentally, you get that before you get a license), go to Homeville. Talk to the principal of the school, find out how your program planning will fit into his scheme of things; talk to the Ministerial Association, find out how to plan time for that. In short, study the needs of the community.

If there's no daily paper there, perhaps you should go heavy on local news. Show in your program schedule that you're going to do this. If it's an agricultural region, get in touch with the county agent, find out how you can help him give farmers the kind of information they need. If you're in a good ole mountain part of the country, like the one where we are located, and people like good ole mountain music, then plan to have a large segment of that in your programming. While you're doing this, you're beginning to talk to some of the owners of the stores and businesses, the bank, etc., to make sure that you can gain sufficient revenue to meet your expenses.

You have to give some estimate of your cost of operation and you'll want to know it, anyway. Charts with this article show you the actual monthly operating cost of our two stations, which should give you a fairly good yardstick.

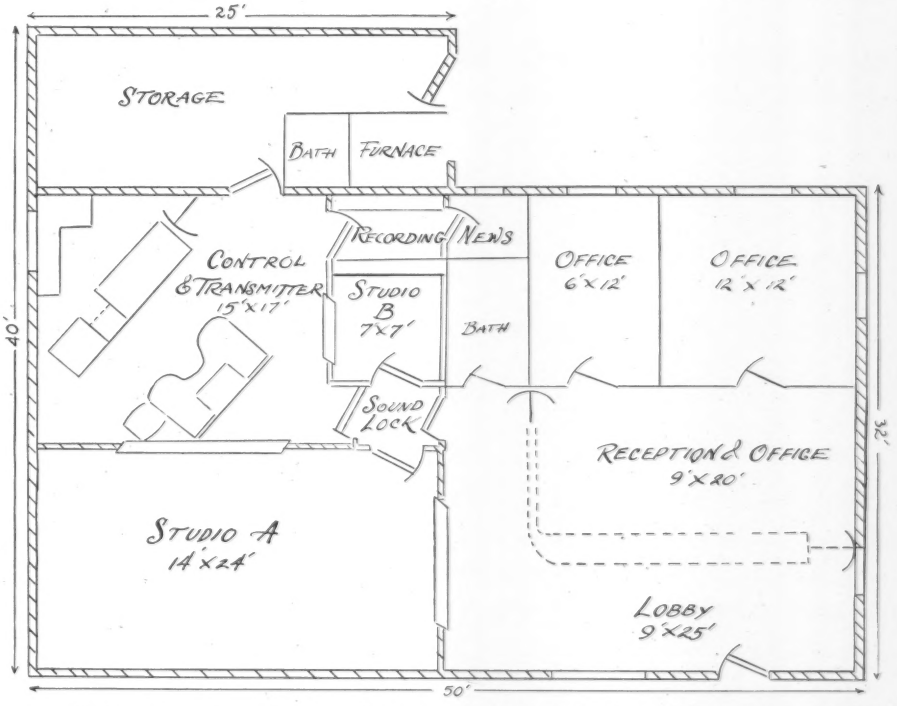
Salaries in some parts of the country are much higher than in others, and don't forget in planning for your station that you come under the Interstate Commerce Act and that the Federal Wage & Hour Law applies to you. In other words, you can't get a high school kid and work him for 50¢ an hour; you've got to pay a minimum of $1 an hour and time-and-a-half.

Your attorney also will be most helpful in the preparation of the various exhibits, including the financial statement, your programs, your statement of how you're going to operate, and a few little things that you should know, such as the rules for political broadcasts, especially important this election year. You should know something about things like lotteries and games of chance, which are verboten on radio, so

WHAT IT COSTS TO BUILD A STATION

THE AUTHOR advises prospective station owners to have $50,000 on hand. These figures show what it cost him to build WWIT Canton, N. C. His estimate was off just $1,887.12. At top is the studio-transmitter building; below is a sketch of that building's floor plan.

COST OF LAND AND GROUND IMPROVEMENTS		$ 6,543.70
COST OF BUILDING		14,953.51
COST OF TOWER		5,033.29
COST OF BROADCASTING EQUIPMENT		14,142.42
COST OF FURNISHINGS AND OFFICE EQUIPMENT		3,114.58
PRELIMINARY ORGANIZATION EXPENSE:		
Legal (Application for Construction Permit)	$ 929.20	
Local Legal Expense	1,150.00	
Engineering Expense	1,296.18	
Preliminary Salaries	1,450.00	4,825.38
TOTAL COST		$48,612.88



that you don't put a Bingo game in your schedule.

My recommendation is to set up a local corporation and get yourself a charter and by-laws. Take a local attorney in Homeville into your confidence and he'll be a great help in organizing your corporation. Get some leading local businessmen to serve on your board of directors, even though they may have only a very small interest in the station. Of course, if you could get them to take a larger interest in the station, it would be even better. You can protect your job by hanging onto 51% of the corporation. In that way, you are a local entity. One thing you should remember, in case there's any conflict over your application or some other group wants the station, the local people who apply usually get the license over outsiders who are coming in purely for an investment. Of course, if you have no opposition, it makes very little difference whether you're local or straight from Madison Avenue.

By this time, you've already spent a good deal of money, running around and entertaining people and perhaps getting options on sites. All of this you can put under the heading of preliminary expense, and it can run pretty big, too. And, remember, everything is subject to the Commission's approval. Don't ever build or do anything toward the construction of a station until you have received that construction permit. The Commission doesn't like that . . . and is apt not to give you the permit.

What does it cost to prepare an application and get the various exhibits together, and get your engineer to find you a spot? I've had numerous charges under numerous conditions, but let's take WWIT. An engineering firm charged $350 to make a search and recommend a frequency. The same firm charged $900 to prepare all the exhibits needed in the engineering section, and to fill in the engineering section of the application. My attorney, after we had received the construction permit, sent in a nominal bill for $900. Now, remember, I did all the running around. If you want these people to come to the spot and do a lot of work for you at Homeville, then you can perhaps double both of those bills.

Finally, the voluminous copies of the application and the exhibits have all been put together neatly in your attorney's office and caressingly you carry it over to the office of the Secretary of the FCC. Now begins "the sweating out period," which could be an embarrassing period for you, with a fine job in Los Angeles, Chicago or New York. It is known to your employers that you have applied for a radio station, no doubt with the idea of running it yourself when you get it, and you become, shall we say, of less interest to them. It would be safe to say that you should allow a minimum of at least six months from the time of filing your application until the actual construction permit is authorized by the FCC. It can take a good deal longer, but it probably won't take less time than that because of the tremendous number of applications before the Commission at all times.

The various parts of your application will be carefully examined by the experts of the Commission. The engineering department will want to make sure that the recommendations of your engineer are in accordance with the standards of good engineering practice; the legal department will go over your legal qualifications and, of course, the auditing department will have a look at your balance sheet and the other financial information you've given. I'm not too sure who looks at the program plans, but somebody must.

During the sweating out period, you'll be busy making numerous commitments for your new station, subject to the granting of the construction permit. No doubt you'll sign up with either AP or UP. You'll get together with one of the equipment manufacturers and go over exactly what you'll need in the way of equipment for your station. You'll make arrangements, possibly, with one of the transcription libraries and decide what sort of library you'll rent or purchase, and you'll look into the possibility of getting phonograph records for your record library. All of this has to be done some time, preferably in the sweating out period, so you can get into full gear the day you receive that telegram from the FCC telling you that as of this date a construction permit has been granted, so forth and so on.

One thing not mentioned earlier was the amount of land required on which to

THERE'S A FINE
"New Look"
on Milwaukee's Channel 12
Now! The Finest Lineup of Weekday Television Programs in the Market
Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."
Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.
The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.
TOP PROGRAMS
TOP TOWER
1105 Feet
TOP POWER
316,000 Watts
John B. Soell
Director
WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE
Represented by
Edward Petry & Co., Inc.

Discussion goes on even at the coffee-break at the annual Standard Oil Dealers' Advisory Council meeting in Chicago. Left to right: W. H. Miller, Standard Oil assistant general manager of sales; W. C. Lane, dealer in Kansas City, Missouri; D. F. Benton, Standard Oil vice president, sales; W. H. Harrison, dealer, La Porte, Indiana; A. C. Sailstad, Standard Oil general manager, sales. INSET: August Arnoldi of Denver, Colorado; Wilbert Barnickle of Mendota, Illinois; Harlan G. Lewis of Bellevue, Nebraska—all dealers.

Well-known Newscaster, WJBK-TV, Detroit

Jac LeGoff asks small businessmen:

"HAS A BIG BUSINESS EVER ASKED YOUR ADVICE?"

Denzil Watkins,
Standard Oil Dealer, St. Louis, Missouri:
"This is my third year at this meeting where Standard Oil dealers discuss sales and service problems with company executives for three days. Nine dealers, who are elected by other dealers at regional meetings, give the company advice, which is always very carefully considered. The result is better service and better products!"

Manuel Mislove,
Standard Oil Dealer, Milwaukee, Wisconsin
"One of the smartest things any big business can do is to consult the people who come in contact with customers. That way, it can find out first-hand what the public needs and what its sales people need to keep customers coming back. Standard Oil does just that. The company asks our advice and acts on it. And our customers benefit."

Roy Wilson,
Standard Oil Dealer, Brainerd, Minnesota:
"This was my first opportunity to talk to top executives at Standard Oil about problems that are very important to dealers—products, sales and service. It's a wise company policy to talk over such matters with the men who meet the public. Actually we helped plan the meeting by first outlining the matters we wanted to discuss."

W. H. Ehrenberg,
Standard Oil Dealer, St. Joseph, Mich.:
"Under the dealer advisory plan, I represent many Michigan Standard Oil dealers who elected me to meet with company officials. That's certainly an example of a big company asking for advice from small businessmen. Did you know that Standard Oil's popular plan for guaranteed radiator protection came out of a dealer-company meeting?"

What makes a business a good citizen?

Constantly improving products and services for its customers. Several years ago Standard Oil established a program for a dealer advisory council to meet annually with us in Chicago and tell us, first-hand, how they and we can better serve our millions of customers. These men are selected by their fellow-dealers for their high qualities as independent businessmen—and they do tell us! We listen and we act whenever an improvement in products or services seems mutually practical. This seems to us a fine example of large and small business giving each other a helping hand and benefiting you, our customers, in the process.

STANDARD OIL COMPANY (INDIANA) STANDARD

build a broadcast station. Let's take this from the minimum standpoint. Assuming that you could buy land in any shape that you wanted it, you've got to have sufficient land in order to run radials in the ground from the base of your transmitter out as far as your antenna is high. Now, the height of your antenna depends on the frequency of your station. For example, let's take WWIT, which has a daytime frequency of 970 kc. This requires an antenna height of 250 ft. This means that radials going out from the base of the tower every five degrees for the complete 360 degrees, must stretch out 250 ft. in all directions, requiring roughly five acres of land. Our station in Hendersonville, WHKP, is a 250 watter on 1450 kc, with a tower height of only 175 ft. So you're not going to be able to put your station in the middle of the heart of town; even if you could purchase the land, it would cost you too much money. You'll probably get out into the country a little ways, along the side of the road. Maybe some kindly farmer will let you bury the wires under his pasture; it has been done.

One bright and shining morning, you receive a collect telegram from the secretary of the FCC announcing that Homeville Broadcasting Station Inc. has been granted a construction permit (and the file number is in there, too) to build a radio station on a frequency of 1450 kc with a power of 250 watts and with the assigned call letters of WXXX. You have six months from that date to build your broadcasting station. Of course, if you run into a great many difficulties and can't get it completely done in that time for any good reason, the Commission will give you an extension. But this is not for you; your whole ambition is to get on the air immediately; time's awasting, money's going out the window and you want to see some of that mazoola coming in.

This is a time for feverish action, for expediting your equipment installation, for timing each move in the construction. Somebody told you about those ground radials and, of course, before you build your building, you'll want to get those radials in so they can run under the building in straight lines; so that probably the first thing you'll want to do is to get your tower in and get your ground radial system in as the building is also progressing. You'll want to get enough of your building up before your equipment arrives so that you'll have some place to keep it out of the rain and not have to pay for a lot of storage and re-hauling. Some good close timing here can save you a lot of money and a lot of worry.

In the meantime, you've picked yourself a target date for completion, and you've told everybody through the local bugle that they're going to have a wonderful radio station in the very near future.

Now you have been busy looking over prospective employes to work in your radio station, and are beginning to interview people and make plans. You don't want 10 people on the payroll two months before you're on the air; on the other hand, you don't want them to arrive the day before you open so that they're unfamiliar with the equipment and haven't had a chance to go over your program plans.

Also, from that revenue angle, you have made up your rate cards, gotten your contracts together, gotten information concerning your market. Probably the first person you'll hire will be your top salesman, who'll arrive on the scene and begin to talk to the good local people about taking advertising. This is the exciting part.

There's one more fellow that you probably have on your payroll very early, your chief engineer. In all probability, he'll be the only engineer you'll have, and again, he'll probably also be an announcer, because people cost money and the more people you have employed, the less opportunity you'll have to make Homeville Station pay off.

Then one day your engineer will tell you that although things are only three-quarters built, he's got all the equipment in place and he's wired up to the antenna and the engineer's checked his antenna resistance, and he has permission for tests. These tests can be made only after midnight. Finally all the kinks are worked out of the transmitter and that great day arrives and you receive permission from the Commission to go on the air with program tests.

What Does It Cost?

What does it cost to run a radio station? Here again (see page 76) I am using our own figures at WWIT. There probably are many, many more efficient operators than we are, and possibly some few who are worse, so I take these to be a good average of what you can expect in the way of overhead. You will note that a major part of the overhead is salaries. Perhaps we are a little lazy but we don't believe in putting in too many hours, and as long as we can make a fair profit and not have any person in the over-worked category, we prefer this.

I have one friend who operates a full-time 250 w independent with total personnel of five . . . the five consist of a manager-sales manager in one person, who also pinch-hits

HE PARTICIPATES

A FIRM believer in personal participation in community affairs, the author, Beverly M. Middleton, is seen here practicing what he preaches as public information officer of the Hendersonville Senior Squadron of the Civil Air Patrol.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

TOP 50!

ROANOKE . . .

one of the 50 FASTEST GROWING MARKETS . . . of over 100,000 . . . in the United States! *

AND . . .

again this year . . . the 32nd consecutive year . . . YOU choose any measurement you like; you'll find WDBJ to be THE MOST RESULTFUL Radio Station in ROANOKE and WESTERN VIRGINIA!

Ask Peters, Griffin, Woodward, Inc.!

*TIDE Magazine, March 24, 1956 issue.

WDBJ CBS *radio*

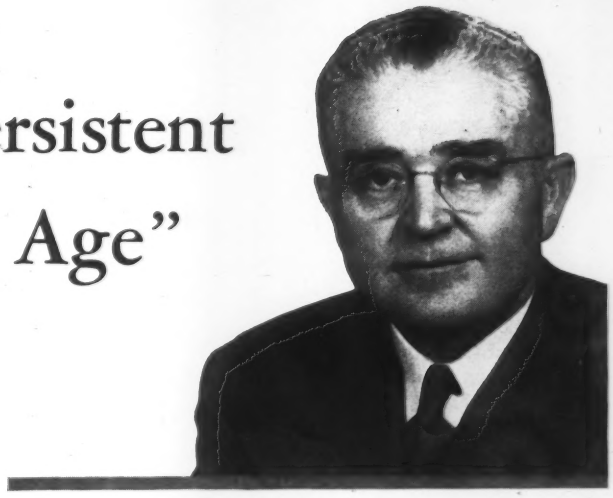
AM 960 Kc

FM 94.9 Mc

Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

"I'm a regular and persistent reader of Advertising Age"



says **WESLEY I. NUNN**
Advertising Manager
Standard Oil Company (Indiana)

"Because you cover everything of importance to advertising men thoroughly and promptly, I am a regular and persistent reader of Advertising Age. I read not only a surprisingly large percentage of the editorial content of most issues, but also make it a point to look at the advertisements, many of which intrigue my full readership."

WESLEY I. NUNN

Before his 20-year tenure as advertising manager of Standard began, Mr. Nunn already had some 17 years of varied business experience. In addition to being advertising manager for a second oil company and sales manager of a third, he also worked in an advertising agency and operated an automobile agency.

A director of The Advertising Council, Mr. Nunn is past president of the Chicago Federated Advertising Club, past board chairman of Assn. of National Advertisers and the Advertising Federation of America. In 1955, he received Distinguished Service in Advertising awards from the Milwaukee Advertising Club and Syracuse University.

Advertising content and editorial content both get intensive readership in Ad Age by most of the decision-makers who are important to you. "Getting together" with news, trends and developments in AA's advertiser columns as well as AA's editorial columns is important to advertising management today—not only to those who *activate* important market-media decisions, but to those who *shape-up* these decisions.

Take Standard of Indiana, for example. Broadcast plays an important part in Standard's promotion program, both in radio and television. Standard has consistently ranked among foremost spot advertisers, and while exact figures are not available, its expenditure for spot tv alone during a three-month span in '55 ran over $182,000.*

In addition to Mr. Nunn's copy, some 13 more paid-subscription copies of Ad Age go to Standard of Indiana every week, where they get read, quoted and discussed by sales, advertising and management executives. Further, *280 paid-copies go every week to Standard's agencies,* BBD&O and D'Arcy Advertising.

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 124,600 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium** for swinging broadcast decisions your way in 1956.

*Estimated by N. C. Rorabaugh Co. for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

(52 issues) $3

ABC ABP NBP

BALANCE SHEET IN HENDERSONVILLE

RADIO HENDERSONVILLE INC.

W H K P

STATEMENT OF INCOME AND EXPENSES

FOR THE YEAR ENDED DECEMBER 31, 1954

INCOME:			
Local Programs		$15,568.18	
Local Announcements		34,887.69	
National and Regional Announcements		5,883.87	
Political Broadcasts		733.50	
Religious Broadcasts		6,725.95	
Sale of Special Wire Facilities		445.50	
Sale of Records and Transcriptions		25.16	
Welcome to Town		866.00	
Miscellaneous Income		1,665.17	
TOTAL INCOME		$66,801.02	$66,801.02
EXPENSES:			
Direct		6,012.13	
Operating:			
Technical	$ 5,670.33		
Program	13,417.35		
Sales	8,811.72		
General and Administrative	23,423.84	51,323.24	$57,335.37
OPERATING GAIN FOR THE PERIOD			$ 9,465.65
RESERVE FOR DEPRECIATION	$ 3,750.00		

DETAIL OF EXPENSE

FOR THE YEAR ENDED DECEMBER 31, 1954

DIRECT EXPENSES:			
Agency Commissions		$ 35.17	
Talent Salaries		2,781.50	
Talent, Direct		195.46	
ABC Program		3,000.00	$ 6,012.13
OPERATING EXPENSES:			
TECHNICAL:			
Salaries		4,261.00	
Technical Repairs		1,409.33	$ 5,670.33
PROGRAM:			
Salaries		8,007.12	
Special Wire Facilities		1,120.81	
Talent, Records & Transcriptions		167.83	
News Service		2,058.00	
Royalties and License Fees		2,058.51	
Other		5.08	$13,417.35
SALES:			
Salaries		6,829.54	
Advertising		71.55	
Promotion		1,370.63	
Welcome to Town		540.00	$ 8,811.72
GENERAL AND ADMINISTRATIVE:			
Salaries		9,744.58	
Rent		1,500.00	
Heat-Light-Water		1,325.22	
Repairs		246.73	
Travel and Entertainment		2,704.14	
Subscriptions and Dues		650.45	
Telephone and Telegraph		892.13	
Stationery and Office Supplies		1,266.19	
Postage and Express		270.17	
Insurance		1,690.56	
Legal and Accounting		1,579.30	
Taxes		830.66	
Other		723.71	$23,423.84
TOTAL EXPENSES			$57,335.37

on the air from time to time, one announcer-engineer and two regular announcers. There's also a girl in the office, and believe you me, all of these people stay mighty busy. If a couple of them happened to be sick one day, it would be rough, and it has been rough at times. But this particular operator has a very efficiently run operation for its overhead. The market is so small—$15 million retail sales—that it could hardly support more than this staff and come out in the black.

We recommend that you not consider a market of less than $20 to $30 million in retail sales as a profitable one. I am going to hear lots of arguments from people who are making vast sums of money in many smaller markets but, still, this figure is the result of our personal experience.

Where does the money come from? First, let me tell you where it doesn't come from. It does not come from a network affiliation. Stations in the size markets we have been talking about do not receive payment for their advertising from the networks. If they have a network, they probably are paying in the vicinity of $250 a month for the network service and the lines. This class of station is called a bonus station with the network, and although they cover a lot of territory, they are purchased as additional markets to larger stations located elsewhere. If you have a daytime station, in all probability you cannot get a network, and our advice would be don't even try because you need that time for sale.

Whence Cometh the Money

Where does the money come from? It comes from Main Street. You'll receive very little revenue from national advertisers. Occasionally, someone like Lincoln-Mercury or Liggett & Myers or Procter & Gamble will run a saturation campaign and buy every radio station in a particular section, but this is a little gravy that you won't receive too often under the present selling set-up. You will get some regional business if you go after it. Accounts like BC Remedy and Stanback buy a great number of local markets when you can prove to their advertising managers that you are giving them some coverage that they are not getting too well from the regional stations.

Up and down Main St. Yes, you'll walk that road many a mile and it's a pleasant road to walk. A large percentage of your revenue will come from cooperative advertising, where the distributor or factory splits the bill with the local dealer. Many fine, well-known products will be on your station because you've convinced the dealer that he would like to advertise over your station, and he has received authority to spend so much money on your station with a split between the distributor and himself. Accounts that purchase this type of advertising for the local dealer and usually furnish the station the copy are Westinghouse, General Electric, many of the stove companies and even mattress companies. You'll learn about this very fast.

Another good suggestion would be that you subscribe to NARTB. The few dollars a month that you pay to have your station become a member of NARTB are well invested, not only for your own practices, but

as a wonderful industry lobby as well. NARTB has a wealth of information which it sends you at the beginning and which will tell you a great deal about the operation of your station; a suggested rate card structure, suggested log sheets, types of contracts and a lot of valuable information, particularly to your program and sales staff and, of course, a great deal of information useful to your engineer, along with the rules of the FCC which he should have at his finger tips.

Our daytime station, WWIT, has no network affiliation. Our full-time local station, WHKP Hendersonville, is affiliated with ABC. We would, under no circumstances, consider going independent in Hendersonville for a number of reasons. One is that we broadcast from 5:45 a.m. to midnight and, if we had no network, we would have to add at least one member to our staff to keep the station's programs moving. Also, we have plenty of time for sale when the network is not using it and we feel that the resting time that an announcer gets while we're carrying a network program should make for a better show when he does hit the air. Also, there is the matter of prestige. Hendersonville is a growing community with many people from other parts of the country going there to settle. They are familiar with the programs of the ABC network from whence they came and we feel that this station is rendering them a real service by giving it to them in their new home; and, of course, everyone knows that for big news breaks and for outstanding productions, no local station can compete with the productions of a major network.

If you were purchasing a going radio station, how would you arrive at a fair purchase price? There are so many variables that my first advice would be to get in touch with one of the good station brokers who have very complex formulas in arriving at the fair purchase price of a radio station. If the station has a record of making good money, it is very easy to arrive at a figure. On the other hand, if the station is barely getting along or even fairly deep in debt, it becomes more complex. Not too long ago I was involved in the purchase of a station that was pretty heavily in debt and had shown no earnings over a period of several years. However, I wanted the station because of its location and because I felt that I could do something with it. After a lot of thought, we figured that the station was worth its maximum annual gross minus its indebtedness, which came to about 50% of the actual investment in the station for equipment and other considerations.

Margin of Profit

It is difficult to operate a Homeville radio station for much less than about $50,000 a year and the low rates that you get for your time with an overhead of $50,000 to $60,000 a year and a revenue of $65,000 to $75,000 there's a good margin for profit on an investment of not more than $50,000. Remember this, you are probably on the payroll, as owner, and are having a lot of fun while all this is going on.

Most of the figures used for annual gross and annual expense are from WHKP in Hendersonville, a settled station, rather than from WWIT, which has not yet been on the air long enough to have its feathers settled. We have chosen December 1955 to show the operating statement for the two stations. December is usually a better month than others, since there is a good deal of Christmas business in it.

In the Homeville radio station, public service pays off with dollars. Go after programs from your Ministerial Association, work closely with your Chamber of Commerce, when your Community Chest drive comes along, be in the middle of it. Don't let anything happen that you don't have either a mike or tape recorder there or a representative to tell the story. Be a "joiner" . . . make everybody on the staff join. At WHKP we have two members of Rotary and one of the Lions and are very active in the Chamber of Commerce. We have a past governor of the Moose, three members of the Elks and we're busy with about everything along this line. I've just retired as president of the Chamber of Commerce; my associate, Kermit Edney, has just retired as president of the Kiwanis Club. Kermit also was president of the Apple Festival, chairman of United Appeal drive, and has just been named "Man of the Year" both by the local Veterans of Foreign Wars and Junior Chamber of Commerce.

If we've left out a lot of things that you would like to know more about, "Come up and see us sometime." We'll be glad to chew the fat with you. And if, after reading the foregoing, you still want to be a Homeville broadcaster, all we can add is, "Come on in, the water's fine."

Michigan's Biggest Sport Feature!

BASEBALL PLAY-BY-PLAY

All DETROIT TIGER GAMES

NIGHT and DAY at HOME and AWAY

Cash in on this popularity
from early Spring to late Fall!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President
Eldon Garner, Managing Director

KNORR Broadcasting Corporation

"BABY SPECTACULARS" Open for AA Spots!
(1 MINUTE SPOTS AVAILABLE)

"Baby Spectaculars?"— why, they're first run, big-name feature films on KCRA-TV that substitute for George Gobel and "Medic" on "Spectacular" nights.

NBC's Spectaculars are seen live on the Pacific Coast, 3 hours earlier than New York time. Class AA participations are open once-a-month from 7:30-9 p.m. Sundays, 8-9:30 p.m. Mondays and 9-10:30 p.m. Saturdays.

"Baby Spectaculars" feature full-length films from the complete new Screen Gems-Columbia package. Bing Crosby, Humphrey Bogart and Ingrid Bergman are among the many known-name stars. Your Petry man knows all about these "Babies."

KCRA·TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

KMA Shenandoah, Iowa, and KMTV (TV) Omaha, Neb., staged a cocktail party in New York, following the American Women in Radio & Television convention in Boston [B•T, May 7], to introduce KMA's Doris Murphy, women's director, and Bettie Tolson, KMTV (TV) personality, to agency and representative people. Among those present at the affair were (l to r): Martin Kane, Ogilvy, Benson & Mather; Mrs. Murphy; Ann Janowicz, OB&M; Don Quinn, Doherty, Clifford, Steers & Shenfield, and Bill Maillefert and Nick Madonna, Edward Petry & Co.

CBS RADIO SPOT PROMOTES TWO

MILTON F. ALLISON has been appointed eastern sales manager, and Thomas H. Peterson, western sales manager, for CBS Radio Spot Sales, Gordon F. Hayes, general manager, is announcing today (Monday).

Mr. Peterson, an account executive with

MR. ALLISON

MR. PETERSON

Radio Spot Sales in Chicago for the past five years, succeeds Mr. Hayes who two weeks ago was named to fill the post left vacant by Wendell B. Campbell's resignation [B•T, May 7]. Mr. Peterson will continue to operate from Chicago. Mr. Allison was account executive with Radio Spot Sales from 1949 to last May when he became assistant to the general sales manager. Mr. Allison will headquarter in New York.

Sandison WITI-TV Sales Head

J. GRANT SANDISON has been named general sales manager of WITI-TV Milwaukee, J. I. Meyerson, station general manager, has announced. Mr. Sandison has been associated with WISN and WTMJ, both Milwaukee, and prior to that was with the Edward Petry & Co. Boston office. WITI-TV is scheduled to begin commercial operation May 21 on ch. 6.

KVSO-TV, WKY-TV Schedule Off-Air Pickup, Rebroadcast

WKY-TV (ch. 4) Oklahoma City, KVSO-TV (ch. 12) Ardmore, Okla., and NBC have devised a plan whereby the Ardmore station will pick-up, directly off-the-air, and rebroadcast selected network and local programs from WKY-TV, P. A. Sugg, WKY-TV executive vice president and manager, and Albert Riesen, general manager of KVSO-TV have announced. The Ardmore outlet is planning to be on the air by July 29.

KVSO-TV said the method of operation is "unique in that the Ardmore station is separately owned and will not be serving as a satellite or 'slave' station." Negotiations for the KVSO-TV-NBC extended market plan affiliation and the WKY-TV pickup arrangement have been in progress for two years.

WTVT (TV) Plans New Studio

WTVT (TV) Tampa, Fla., has purchased the site for a new studio in St. Petersburg, Fla., according to W. Walter Tison, vice president-general manager. Located at 4th St. and 83rd Ave., construction will begin this summer. WTVT is a CBS basic affiliate on ch. 13.

Publishing Co. Names Payne

WILLIAM O. PAYNE, manager of KGU Honolulu and director of the All Islands Radio Network, has been elected vice president in charge of broadcasting for the Advertiser Publishing Co., owner of the *Honolulu Advertiser*, KGU, and one-half owner of KONA-TV Honolulu.

MR. PAYNE

Mr. Payne is president of the Hawaiian Association of Radio and Television Broadcasters.

there's something NEW under the Twin Cities sun....

WISK RADIO

MINNEAPOLIS
ST. PAUL

Basic MBS

WISK is doing it just a little different...

A Completely New Concept in

- ☆ *Programing*
- ☆ *Promotion*
- ☆ *Merchandising*

all as Modern as tomorrow . . .

Tedesco Bros. Radio Stations

WISK	KCUE	WKLJ	KWEB
MINNEAPOLIS ST. PAUL MINN.	RED WING MINN.	SPARTA LA CROSSE WIS.	ROCHESTER MINN. (Application Pend.)

REPRESENTED BY RAMBEAU

WKRG IS MOBILE
WKRG IS MOBILE
WKRG CHANNEL 5 IS MOBILE
AVERY-KNODEL

Hix Named KOA Manager

ROBERT S. HIX, for the past three years sales manager of KOA Denver, has been named manager of the station, it was announced last week.

MR. HIX

Prior to going with KOA, Mr. Hix served as executive vice president and general manager of the Missouri Valley Broadcasting Corp., St. Joseph. Previously he had been general sales manager for KFH Wichita, Kan., and helped establish KAKE Wichita.

WABC-TV Increases Air Time

WABC-TV New York, ABC owned, is extending its programming schedule 6½ hours on weekends; 3½ to be added to its Saturday log and three Sunday. The new schedule goes into effect May 26, when sign-on Saturday is moved back from 11:30 a.m. to 8 a.m. and on Sunday from 11 a.m. to 8 a.m. According to Robert L. Stone, WABC-TV general manager, the move is being made to meet the competitive trend among New York tv outlets toward earlier viewing hours, to open up new periods for sales and to increase its tv service to the community.

STATION SHORTS

WTTM Trenton, N. J., moved to Brunswick Ave. and Lake Drive.

KXOK St. Louis opened new studios at 1600 N. Kingshighway Memorial Blvd. to public at grand opening party last month. Estimated 400 guests toured facilities and dined on patio and lawn. Station plans series of gatherings and tours to show new plant.

WNIB (FM) Chicago announces opening of new studio in lounge of city's Carnegie Theatre, 1010 N. Rush St. and installation of high fidelity telephone circuit connecting with transmitter in Midwest Hotel at 6 N. Hamlin St. Service is designed to provide patrons with fm service while awaiting start of motion pictures.

KSTP-TV Minneapolis-St. Paul using new six-bay antenna 600 ft. above ground, said to increase coverage by 200,000. Station says new antenna is highest structure in area.

WTAO Cambridge, Mass., reports April sales 53.3% higher than April 1955.

KRUX Phoeniz, Ariz., has added third mobile unit for local coverage, supplementing 24-hour newsroom and wire service.

REPRESENTATIVE PEOPLE

Bertram C. Finch, Charlotte, N. C., manager of The Branham Co., N. Y., appointed to firm's junior board of directors.

William P. Codus, research assistant, U. of Chicago, and **Joseph P. Alley,** salesman, KGLO Mason City, Iowa, to N. Y. sales staff, Weed & Co., radio representative.

Martin V. Zuzulo, editorial staff, *Radio-Television Daily,* named assistant to manager of radio promotion and research, Peters, Griffin, Woodward Inc., N. Y.

Robert Spielmann, sales staff, George P. Hollingbery Co., N. Y., appointed account executive on N. Y. radio staff of NBC Spot sales.

STATION PEOPLE

Norman Stewart, sales manager, WSOK Nashville, Tenn., promoted to vice president and station manager. **William D. Salmon,** sales staff, named sales manager.

Bill Morgan, sales manager, KLIF Dallas, Tex., appointed general manager of station.

Jimmy Childress, Carolinas station owner and manager, to WAYS Charlotte, N. C., as acting general manager, replacing **James P. Poston,** on leave of absence because of illness.

Richard J. Monahan, commercial manager, WAVZ New Haven, Conn., elected vice president and member of board of directors. He has been with station six years.

MR. MONAHAN

Dave Stockwell promoted from announcing staff to assistant station manager of WEAW-AM-FM Evansville, Ill.

R. E. Shireman, coordinator of operations, KCRG-AM-TV Cedar Rapids, Iowa, to WISN-TV Milwaukee, as local sales manager.

Dick Harris, promotion manager, KOA-TV Denver, transferred to station's local sales staff.

Rex Munger to program director of KRUX Phoenix, Ariz., Bartell station, from same post at WAPL Appleton, Wis., also Bartell outlet.

T. Edwin Paisley Jr., formerly sales manager, WHUM Reading, Pa., to sales staff, WRCV-TV Philadelphia.

Bert Downing, assistant director of merchandising for Crosley Broadcasting Corp., named merchandising director, KYW-AM-TV Cleveland, Ohio.

Bill Scott, formerly account executive with George W. Bolling Co., N. Y., station representative, to WABC New York, in similar capacity.

A. C. Lloyd, former president, WENT Gloversville, N. Y., to sales staff of KTRK-TV Houston, Tex.

Barbara Hall, WHCU-AM-FM Ithaca, N. Y., named director of women's programs, succeeding **Gertrude Glover,** resigned.

Bob Chase, disc jockey, WOWO Fort Wayne, Ind., to sports director.

David Smith, manager of market research for Buchanan & Co., N. Y., named to headquarters research staff of Westinghouse Broadcasting Co., N. Y.

Bob E. Lloyd, disc jockey, WGHT Hartford, Conn., to WHEC Rochester, N. Y.

C. J. Barrington, KDYL Salt Lake City, to KXLY Spokane, Wash., sales staff.

Bob Peterson, WTRW Two Rivers, Wis., to announcing staff, WNAM Neenah-Menasha, Wis.

Jack Guinan, news and sports director, WARM Scranton, Pa., to announcing staff, WTOP Washington. **Ann Powley,** WTOP-TV traffic director, to WTOP sales service manager, succeeding **Eleanor Lanigan,** resigned to join NARTB, Washington. **Ruth Perley,** secretary,

named to replace Miss Powley as traffic director. **Craig Wozney** to WTOP as building engineer. **Eva McKenney** to station switchboard.

Gordon Owen, Salt Lake City radio-tv personality, to do two shows daily on KDYL there.

Joe Parker, announcer, KSMO Salem, Mo., to KLIK Jefferson City, Mo., as newscaster and announcer.

Brooke Johns, retired vaudeville entertainer and former Ziegfeld Follies star, to emcee weekly children's show on WRC-TV Washington. **Bobo Newsom,** former big league pitcher, to WRC-TV for twice-weekly baseball show.

John J. Richards, film department, WEWS (TV), Cleveland, appointed film director.

Al Brightman, basketball coach, Seattle U., to KTVW (TV) Seattle-Tacoma as variety show m.c., succeeding **Wally Aelskog,** resigned to devote full time to radio activities in Yakima, Pasco and Walla Walla, all Washington.

Austin F. Merrill, floor director, WKRC-TV Cincinnati, Ohio, named producer-director.

Paul G. O'Friel, assistant secretary and personnel-labor relations director, DuMont Broadcasting Corp., to Westinghouse Broadcasting Co. as special assistant to industrial relations manager.

Patte Preble, vocalist and fashion model, to staff of WICS (TV) Springfield, Ill.

Judy Connors, singer, WTVN-TV Columbus, Ohio, resigned to join Billy May orchestra as featured vocalist.

Frank Hengerer, stage manager and technical director, Buffalo, N. Y., Philharmonic Symphony Orchestra, to WGR-TV Buffalo as floor director.

KTRK-TV Houston has named George P. Hollingbery Co. its national representative, effective today (Monday). Completing the arrangements are (l to r) Harry Wise, Hollingbery president; Willard Walbridge, KTRK-TV vice president-general manager, and George P. Hollingbery, board chairman of the rep firm.

Steve Henry, announcer, to WDAY Fargo, N. D. **Bill Moher,** announcer, WDAY-TV, appointed to WDAY radio sales staff.

Evelyn Robinson and **Dolores Parker,** to WOV New York for midnight show, from Harlem's Palm Cafe.

Harold P. Kane, general manager, WJOC Jamestown, N. Y., elected to city Board of Education, representing first time local broadcaster has held post.

Hal Fredericks, Chicago radio-tv personality, to WDSU New Orleans as program director.

Arthur J. Barry, president and general manager, WEOK Poughkeepsie, N. Y., is author of *Alie Dear,* to be published May 25 by Pageant Press Inc., N. Y.

Ken Albridge, disc jockey and sports director, KHMO Hannibal, Mo., father of boy, James Alfred, April 6.

W. Robert Murray, staff announcer, WTRF-TV Wheeling, W. Va., married April 21 to Patricia Lee Carnohan.

James Gates, director, KTTV (TV) Los Angeles, father of girl,, Stephanie Dale, April 15.

Al Ackerman, sports director, WOOD-TV Grand Rapids, Mich., father of boy, Michael John, April 8.

Margie Klain, continuity department, WIRE Indianapolis, married April 28 to M. J. Silberman, Indianapolis.

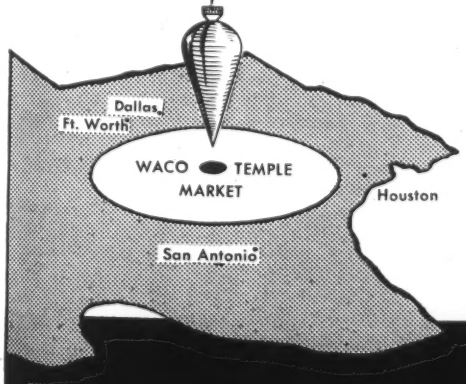
John Stegall, sales service, KFJZ-TV Fort Worth, Tex., father of boy, Greg.

Barry Sherman, manager, WSCR Scranton, Pa., father of boy, Jan Michael.

Tom Estes, program director, WEGA Newton, Miss., father of girl, Pomela Denise.

Johnny Schneider, weather reporter, WTTM Trenton, N. J., father of girl May 2.

We Cover the
WACO-TEMPLE
CENTRAL TEXAS AREA MARKET



KCEN-TV

NBC

• 833 ft. tower • Max. power, 100 kw.
• Channel 6, VHF • Full Time

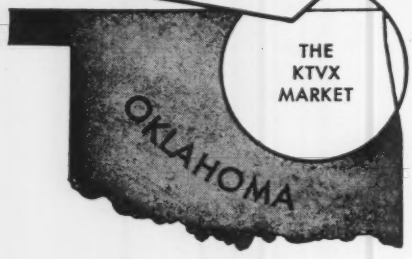
Representatives: NATIONAL: George P. Hollingbery
TEXAS: Clyde Melville Co., Dallas

KCEN-TV, 17 S. 3rd., Temple, Texas

OWNED AND OPERATED BY BELL PUBLISHING CO.

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!



Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your AVERY-KNODEL REPRESENTATIVE

Channel 8 KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

FCC CONFRONTS TV NETWORKS WITH 12-PART QUESTIONNAIRE

Commission's network study staff to lay comprehensive list of questions on network desks next week. Plans are for a like interrogatory of affiliates in near future. Extensive financial data sought.

THE FCC's network study staff has prepared a 12-part questionnaire for television networks and it is sending a group of three members to New York next week to have the networks try it on for size.

The questionnaire—which seeks dollars and cents figures on such items as network's compensation to affiliates as well as payments by advertisers to networks for time, programs and other services—will be followed in short order by a similar interrogatory for network affiliates, it was understood.

The FCC's prospective request for information follows by a month a similar questionnaire sent to all network affiliates by the Senate Commerce Committee. Answers to that survey were requested by May 7 (see separate story, page 90).

In addition to compensation, the draft of the FCC's questionnaire asks for criteria used in allocating payments where two affiliates overlap in coverage, investments in tv network operations, a listing of all talent contracts, and reasons for cancelling affiliations.

The staff's emissaries, who will meet with the three video networks beginning May 21, are H. H. Goldin, Warren Baum and Jesse Markham.

The proposed questionnaire is as follows:

31846

FEDERAL COMMUNICATIONS COMMISSION
Network Study Group
Washington, D. C.

May 7, 1956

TV NETWORK QUESTIONNAIRE

1. Indicate for each television affiliate, the following information:
   a. Call letters.
   b. City and State.
   c. Channel number.
   d. Current station card rate.
   e. Homes credited to each affiliate, in determination of station rate.
   f. For the 8-week period beginning *April 1, 1956:*
      (1) Total converted or equivalent or unit hours credited to the station for compensation purposes.*
      (2) Gross network time sales of the station.**
      (3) Net compensation to the station.***
2. Supply detailed statement of criteria employed in rate determination, including formula used. Indicate method used in allocating overlap of service areas as among two or more affiliates.
3. Current cost-per-thousand of network.
4. Indicate for each sponsor on network in 1955 the following information:
   a. Name of sponsor.
   b. Major business activity.
   c. Gross (or net) payments to network for time.
   d. Gross (or net) payments to network for programs.
   e. Gross (or net) payments to network for other services. Specify nature of services.
5. Describe each type of discount offered advertiser. Indicate ratio of discounts to billings for groups of advertisers, viz., smallest, average, and largest network advertisers.
6. Indicate investment in tv network operations, 1950-55, showing separately major categories of investment, including talent. Indicate nature and magnitude of current financial commitments extending through future years.
7. List all talent under exclusive or primary contract, 1953-55.
8. For each tv program supplied by network[a] in 1955, supply information with respect to following:

	Expenses	*Revenues*
Prior to going on air		
First year	....	....
Second and succeeding years	....	....

9. Provide information for selected sponsors with respect to the following:
   a. Length of time these advertisers have sponsored current programs in current time segments.
   b. Length of time these advertisers have sponsored current programs in different time segments.
   c. Length of time these advertisers have sponsored different programs in current time segments.
10. Describe operation of "first refusal" rights in affiliate contracts with respect to:
    a. Latitude permitted affiliate to carry program on a delayed basis and to select alternative time period.
    b. If affiliate unable to carry program, indicate whether network typically seeks to obtain clearance from another station in locality. Indicate circumstances under which network would not seek such clearance where such other stations are able and willing to carry program.
    c. If other station in community carries network program, indicate circumstances under which primary affiliate may recover program.
11. Provide following information with respect to each television station affiliated with your network since January 1, 1952, but *not* currently affiliated:
    a. Call letters.
    b. City and State.
    c. Station licensee.
    d. Channel number.

* In calculating total hours, fractions of an hour within each time class (A, B, C) should be treated as their fractional proportion of a full hour within that time class. Class B and Class C hours should be converted by using the ratios (75% and 50%) shown in the network's rate card. Participating announcements should be credited with the same fraction of an hour used in crediting compensation for these announcements to the station.

** Including participations.

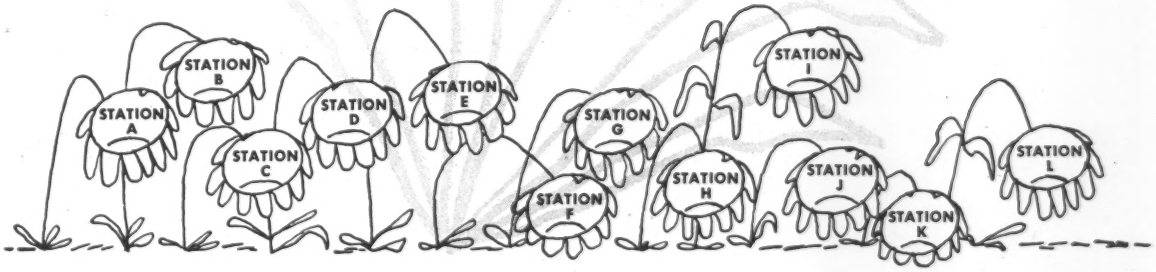
*** Net compensation after deduction of: free, waived, or converted hours; payments by station or debits to station for interconnection costs; failure to cover waived or free hours; or for sustaining programs; payment of ASCAP, BMI, SESAC fees; and all other similar charges.

[a] Including the following categories of programs: Network produced; produced by others; produced by network in association with others.

Now the Top Independent in a 13 station market . . .

DENVER'S BEST BLOOMIN' BUY . . .

KOSI



KOSI shows 45% increase while top net wilted 10%

(March '56 over November '55 Pulse)

PULSE: Number 1 Independent 6 am to 6 pm

HOOPER: Number 1 Station Noon to 6 pm

In less than 18 months KOSI hit pay dirt for advertisers—The proof's in March '56 Pulse and March-April Hooper. It's easy to dominate Denver with KOSI. Talk to "FORJOE" or call Station Manager, EDWARD M. GUSS.

It's "Cozy" in Denver

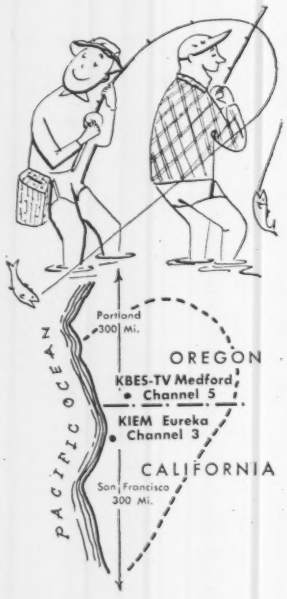
K O S I

5000 watts . . . non-directional

Represented Nationally by "FORJOE"

THE CALIF.-ORE. TV TWINS

. . . bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on channels 3 & 5.



the *Smullin* TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

(Affiliated with KIEM-AM, 5000 Watts, 1480 KC., KRED-FM, Eureka, Calif., and KUIN, KGPO-FM, Grants Pass, Oregon)

two markets one billing

MARKET FACTS

POPULATION	324,745
FAMILIES	106,908
TV FAMILIES	65,023
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

CBS

for CALIF.-ORE. TV TWINS call DON TELFORD Mgr. (TWX Eureka 16) Phone: Hillside 3-3123

or ask HOAG-BLAIR national representatives

NEW YORK • CHICAGO • DETROIT • JACKSONVILLE • ST. LOUIS • SAN FRANCISCO • LOS ANGELES • DALLAS • BOSTON • SEATTLE

e. Period during which affiliated.
f. Nature of affiliation—primary, secondary or other (specify).
g. If previous affiliate had am station in same community, or serving substantially the same area, indicate whether am station is affiliated with your network.
h. Reason for cancellation.

12. a. Describe your network programming policies as related to each of the items below; also describe any other pertinent aspect of your over-all programming policy or practice:
(1) Program balance.
(2) Public service programs.
(3) Type of programs not available for commercial sponsorship.
(4) Political broadcasts.
(5) Discussion of controversial issues.
(6) Editorializing.
(7) Number, duration and placement of commercial messages.
b. Using the 1955 FCC composite week, classify network programs by program categories used in FCC Forms 301 and 303 (viz., entertainment, agricultural, educational, religious, etc.)

No Network Investigation Planned by Antitrust Group

SEN. JOSEPH C. O'MAHONEY (D-Wyo.) said last week that the Senate Antitrust Subcommittee he heads has no "present plans" to investigate charges that CBS and NBC are monopolizing the television industry.

Said the Wyoming Democrat: "I don't want to invade the area of another committee." He obviously referred to the Senate Interstate & Foreign Commerce Committee, which has jurisdiction over broadcast matters and the FCC.

Sen. O'Mahoney told B•T Thursday he definitely had been interested in a report issued by Sen. John W. Bricker (R-Ohio), charging the two networks with monopoly in tv [B•T, April 30]. He said he had called for a copy of the report at the time, but has not had time to read it. He also told Sen. Bricker he wanted to discuss the report with the Ohio Republican, Sen. O'Mahoney said, but he hasn't had time to do that, either.

The Wyoming senator, who was named to head the Senate antimonopoly unit after the death of the late Sen. Harley M. Kilgore (D-W. Va.) last Feb. 28, explained that he has been busy with matters already under probe by his subcommittee, including the automobile industry.

During Sen. Kilgore's chairmanship of the antitrust unit, the West Virginian had reached a verbal agreement with Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, wherein Sen. Magnuson said he would refer monopoly cases to Sen. Kilgore's subcommittee.

Tax for Recorders, Players

THE HOUSE Ways & Means Committee last week tentatively approved a new federal excise tax of 10% on wire and tape recorders and record players. This would provide for these items the same tax treatment now accorded phonographs and dictaphones, with which they compete, it was explained. The tax on wire and tape recorders would bring an additional $5 million revenue, it was reported, and on record players, $500,000.

The committee, however, rejected a subcommittee's recommendation that the present 10% tax on radio and tv tubes be extended to cover transistors.

NETWORK HEARING TO RESUME TODAY

Six witnesses definitely named to appear today and tomorrow before Senate committee with likelihood of several station operators being added to the list of witnesses.

THE SENATE Commerce Committee resumes hearings today (Monday) with testimony continuing through tomorrow mostly from industry witnesses who are unhappy about present network affiliation or other policies and practices.

The Senate committee also announced last week it has set a target date for the week of June 11 for testimony by networks and their affiliates, with the likelihood that the three tv network presidents—ABC's Robert E. Kintner, CBS' Frank Stanton and NBC's Robert W. Sarnoff—will be the star witnesses.

A staff member also indicated that hearings on several political broadcasting bills may be sandwiched in between this week's and the planned June 11 sessions—perhaps sometime during the week of June 4.

Today's witnesses, as announced last week: Bill Hoover, KTEN (TV) Ada, Okla., who has indicated he will talk on tv satellite operation and will propose that a tv station must show its coverage out to the 100 uv/m contour.

Peter Rotondo, David Steinberg and Mrs. Lucille Ashworth, all of New York City, but otherwise unidentified. It was understood Messrs. Rotondo and Steinberg represent independent interests which produce sets, props and scenery for tv shows.

Tomorrow's witnesses: Murray Carpenter, WTWO (TV) Bangor, Me. (ch. 2), which has an affiliation with CBS, and Benedict Gimbel, WIP Philadelphia, who proposed in the FCC's current reallocation proceedings that a vhf ch. "6-A" be assigned to Philadelphia and other cities. WIP is a Mutual affiliate.

Two or three other tv station operators may testify tomorrow, a committee staff member said, but these were not firm last week.

The Senate group earlier last week had scheduled Spyros P. Skouras, president of 20th Century-Fox Film Corp., Hollywood, to testify today, but Mr. Skouras notified the committee he could not appear because of other business, but may appear at later hearings, it was said.

Meanwhile, more than 250 questionnaires were returned to the Senate committee by its May 7 deadline and the answers of network tv affiliates are being scrutinized by the special television staff in preparation for the network phase of the hearings in June.

Where there is good cause, Kenneth Cox, special counsel for the inquiry told B•T last week, short extensions have been granted. This has been true only in a few instances, he noted. The 250 replies represent all the important network affiliates, he said.

After the staff has had an opportunity to study the responses, Mr. Cox said, a statement may be issued summing up those answers which lend themselves to quantitative analysis. Many questions call for opinion, it was pointed out, and cannot be considered as a vote.

The questionnaire, which went out last month [B•T, April 16] to all network affiliated television stations, contained 29 all-embracing questions. They ranged from giving the FCC power to regulate networks to inquiries regarding film buying.

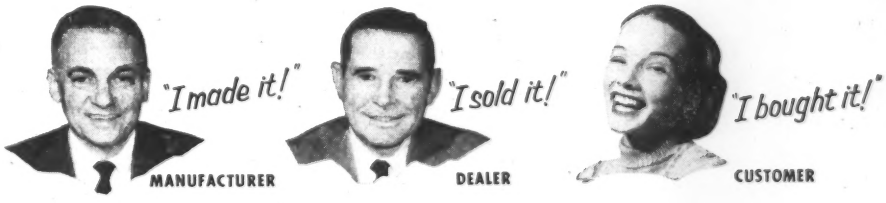
"Me complain? Never!"

"I make sure I'll be satisfied—
I always buy a BRAND
that's made a NAME for itself!"

FOUR WAYS BRAND NAMES SATISFY YOU MOST

1. **BUY WITH TRUST!** Spend *confidently* on known quality. Brand Names wear best, work best, taste best, are best.
2. **SHOP WITH EASE!** Spend *efficiently* on proved value. Brand Names save time "puzzling" over labels, models, prices, etc.
3. **ENJOY MORE CHOICE!** Spend *shrewdly* among widest selections. Brand Names offer the most in sizes, types, colors, flavors, etc.
4. **GET THE "LATEST"!** Spend *smartly* on up-to-date products. Brand Names keep improving, modernizing, introducing new things.

Advertisers in this magazine are good names to know.
They're proud of their brands 'cause they satisfy so!



BRAND NAMES FOUNDATION, INC. • 437 FIFTH AVENUE, NEW YORK 16, N.Y.

SELECTIVE DEINTERMIXTURE PROCEEDINGS TAKE SHAPE AT FCC HALF-DAY MEETINGS

Commissioners are understood to have studied 168 metropolitan areas with desire to provide at least three comparable facilities in as many top markets as possible. Final plans to be formulated tomorrow at FCC meeting.

A SELECTIVE deintermixture plan—as a possible interim measure—was slowly, but apparently surely, taking shape at the FCC.

At two half-day meetings last week, the commissioners, it was understood, went down a list of the 168 metropolitan areas and voiced their individual opinions on deintermixing each one.

The result, it was understood, was a number of shifts looking toward some all-uhf markets and some all-vhf markets. Basic premise was the desire to furnish at least three comparable facilities in as many top markets as possible.

FCC meets again tomorrow (Tuesday) to take final steps on this plan preparatory to the issuance of a further notice of proposed rule-making. It will then also begin consideration of other, long-range proposals—such as the area plan whereby the entire East would become uhf at the end of a 10-year transition period [B•T, May 7].

At the same time, there were two other allocations events last week.

The first, seen as a straw in the wind, was the Commission's approval for ch. 12 KFRE-TV Fresno, Calif., to begin program tests. Comrs. Rosel H. Hyde and Robert T. Bartley dissented. KFRE-TV was one of the grants made by the FCC despite petitions on the part of area uhfs to make Fresno an all-uhf city.

This action is believed an indication that the Commission does not intend to deintermix where there is an operating tv station.

Decision Last November?

It also led one highly placed FCC official to declare privately that it looks as if the Commission decided what to do last November—when it turned down all deintermixture proposals and established the overall allocations review.

The second was the meeting—the first since January—of the Senate Commerce Committee's engineering committee. This group, chairmanned by Dr. Edward Bowles, MIT professor of industrial management, met in New York last Tuesday.

Consensus was that a report should be written for submission to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate committee, which would recommend a long range "audit" of television allocations principles—preferably by an independent, scientific, non-industry organization (MIT, Stanford U. were mentioned as possible organizations). The retention of uhf if possible was also supported, it was understood.

It would recommend, it was understood, that Congress appropriate sufficient funds to permit the FCC to contract for such a study.

Ralph Harmon, Westinghouse Broadcasting Co., was named chairman of a subcommittee to draft this report. It is to be submitted at another meeting scheduled to be held in New York this week.

Besides Dr. Bowles and Mr. Harmon, others present at last week's meeting were William Duttera, NBC; William Lodge, CBS; consulting engineers T. A. M. Craven, A. Earl Cullum Jr., C. M. Jansky, Stuart Bailey and Haraden Pratt; Robert Wakeman, DuMont; Don Fink, Philco. Absent was Edward F. Kenehan, FCC Broadcast Bureau chief. Frank Marx, ABC engineering vice president, was a member of the original committee, but resigned several weeks ago.

If the Commission musters a majority in favor of its selective deintermixture plan, the staff will be ready for the preparation of another rule-making proposal. Here, however, there is a split within the staff. One group feels that it is necessary to take official notice of each of the more than 500 comments and reply comments filed earlier this year in the allocations proceeding. This would require several weeks staff work before the required notice could be issued. The other group feels that since the allocations proceedings would still be open—in that the Commission was still studying long-range plans—this detailed, legally-cautious approach is not necessary.

WNHC-TV PROTESTS DUAL-EXAMINER USE

New Haven station contends Cunningham does not have authority to appoint two examiners for same hearing.

NEW SYSTEM of appointing two hearing examiners to sit on contested hearing cases—started by Chief Hearing Examiner James D. Cunningham two weeks ago in the CBS-WGTH-TV Hartford, Conn., and NBC-WKNB-TV New Britain, Conn., cases [B•T, May 7]—has caused something of a legal furor.

Last week, WNHC-TV New Haven, which is objecting to both network purchases, filed a petition for review of that order with the FCC. Represented by former FCC Chairman Paul A. Porter, the ch. 8 New Haven station claimed that Mr. Cunningham does not have the authority to appoint dual examiners; that even if he does, his designation of himself to sit with the appointed examiners was too late, and finally that there is no good reason for this departure from past FCC practice.

Defending Mr. Cunningham's move late last week was WKNB-TV.

Mr. Cunningham's position is that the dual examiner principle is in the interest of expedition and efficiency. His viewpoint is that if one examiner becomes ill, for example, the hearing can be continued with the second examiner presiding. In fact, Mr. Cunningham has ordered dual examiners in three other hearing cases—late in June on two protest cases involving am radio stations in Stockton, Calif., and Salt Lake City (Dockets 11700 and 11502) and in mid-July in a competitive Michigan radio hearing case (Docket 11697-8).

In the Stockton and Salt Lake City cases, Mr. Cunningham has assigned himself to sit with Examiner H. Gifford Irion in the Stockton case and with Examiner Thomas H. Donohue in the Salt Lake City case.

In the Michigan case, he named Examiner Hugh B. Hutchison to sit with Examiner Jay Allen Kyle.

The $600,000 purchase by NBC of ch. 30 WKNB-TV will be before Messrs. Cunningham and Kyle. The $650,000 purchase by CBS of ch. 18 WGTH-TV will be before Messrs. Cunningham and Herbert Sharfman.

Opposing the two transfers—largely on grounds of monopoly—is WNHC-TV. Also opposing the NBC-WKNB-TV transfer is ch. 53 WATR-TV Waterbury, Conn. WNHC-TV is affiliated with CBS and ABC; WATR-TV with ABC.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Hartford, Conn., ch. 3; San Antonio, Tex., ch. 12; Paducah, Ky., ch. 6.

AWAITING ORAL ARGUMENT: 8

Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING: 7

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich. ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

KTVQ (TV) Renews Request To Use Educational Channel

RENEWED REQUEST to utilize reserved educational ch. 11 Tulsa, Okla., until the educational permittee is ready to commence operation was filed with the FCC last week by dark-since-December KTVQ (TV) Oklahoma City (ch. 25). KTVQ's original petition to use the Tulsa facility until educational KOED-TV is ready to go on the air [B•T, Feb. 20] was denied by the FCC. The proposed channel-switch was strongly opposed by the Joint Committee on Educational Tv and the Oklahoma Educational Tv Authority (OETA), KOED-TV permittee.

KTVQ, which went off the air last Dec. 15 under court order and following continuing uhf losses, told the FCC in last week's filing that OETA's opposition to temporary use of the Tulsa channel reportedly has been withdrawn. KTVQ said that, if granted special temporary authority to switch to the educational channel, the station would use the tower and transmitter of deleted KMPT (TV) Oklahoma City (ch. 19) and operate for the duration of the KTVQ construction permit or until KOED-TV is ready to go on the air, whichever comes first.

KTVQ asserted that it was not trying to get "its foot in the door" as has been charged by educational critics of its channel-switch proposal. The station described its plan as "a temporary expedient only for the purpose of bridging the gap" until the conclusion of the overall allocations proceedings and the hoped-for establishment of "competitive, three-station tv service in Oklahoma City."

New Chance for WHOL

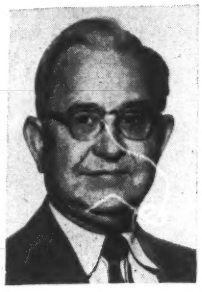
ACTING with dispatch, the FCC last Wednesday gave a "new lease on life" to WHOL Allentown, Pa., granting that station's request to switch operation from 1230 to 1600 kc. The Commission action came the day before WHOL was scheduled to surrender the 1230 frequency to WEEX Easton, Pa. [B•T, May 7].

MASSING RETIRES FROM FCC POST

Veteran of 25 years with the Commission, assistant secretary plans to enter public relations field in Washington.

WILLIAM P. MASSING, assistant secretary of the FCC since 1952 and a veteran of a quarter century as an FCC staff executive, will retire today (Monday). He plans to enter the public relations field, specializing in communications in Washington.

Mr. Massing retired voluntarily after 35 years of continuous government service, the last 25 of them at the Federal Radio Commission and its successor, FCC. He served successively as chief of the broadcast section of the License Bureau, chief of the License Div. and, in March 1952, became assistant secretary. He also served several stretches as acting secretary during vacancies in that post.



MR. MASSING

Regarded as one of the best informed men in Washington on communications generally and broadcasting in particular, Mr. Massing several years ago was urged by his friends to seek appointment to the FCC when a Democratic vacancy occurred. He asked that his name be withdrawn, prefering to continue on the staff.

Mr. Massing was born in Crawfordsville, Ind., Dec. 10, 1893. He served in the Army in World War I, afterward studying accounting, and entered the U. S. Coast Guard in 1925. On March 31, 1931, upon being honorably discharged from the Coast Guard, he joined the Federal Radio Commission to begin his government career in communications.

Mr. Massing plans a vacation with Mrs. Massing before announcing the opening of his Washington public relations office. He resides at 6233 31st Street, N. W., Washington.

Orr, Anello, L'Heureux Get New Posts at Commission

MARSHALL S. ORR, chief of the Law & Enforcement Unit, FCC's Safety & Special Radio Services Bureau, last week was appointed assistant bureau chief, succeeding Joseph M. Kittner, who resigned last month to join McKenna & Wilkinson, Washington, D. C., law firm [B•T, April 16]. With time out for military service during World War II (he was discharged as a colonel), Mr. Orr has been with the FCC since 1934.

The Commission also announced that Douglas A. Anello, attorney-advisor in the Safety & Special Radio Services Bureau since 1946, has been named to succeed Mr. Orr as chief of the bureau's Law & Enforcement Unit. In a third appointment, the FCC named Robert D. L'Heureux to the post of Commission Security Officer in addition to his present duties of administrative assistant to FCC Chairman George C. McConnaughey and liaison with Congress.

R. I. Governor Vetoes Anti-Radio-Tv Bill

GOV. DENNIS J. ROBERTS of Rhode Island vetoed a bill (H 748) last week which would have banned microphones and television cameras from courts and other public proceedings in the state.

He said he saw no need for a law so rigid that it must take precedence over the authority of a court to control its own proceedings.

The veto had been sought by several broadcaster groups. In addition to the Radio-Television News Directors Assn. and NARTB President Harold E. Fellows [B•T, May 7], the Radio-Newsreel-Television Working Press Assn., New York, made a similar plea last week.

"Either we safeguard the right of the American people to be informed, or we undermine our basic American heritage," President Larry Racies wired on behalf of the latter. "Either the whole press has free access to public events, or no segment thereof can ever be fully assured of such access. Further, the newsmen of radio, newsreels and television have conclusively demonstrated that coverage of courtroom proceedings can be effected by them without endangering courtroom decorum or the proper conduct of such proceedings. . ."

FCC Postpones Am Grants

TWO am grants, one for a new station in Utah and one for a power increase for a California outlet, were postponed by the FCC last week pending a hearing on questions of interference. The March 7, 1956, grant of a construction permit at Salt Lake City, Utah (1470

Men Who Know Akron Best*
BUY MOST on WAKR
*Leading
• DEPARTMENT STORES
• SUPER MARKETS
• BANKS
• AUTO DEALERS
• AND OTHERS
"WACKER" The Leader
WAKR TOPS IN RADIO
IN AKRON...
WAKR IS 1st
IN LOCAL AND NATIONAL SALES
Nationally Represented by WEED AND CO.
RADIO-TELEVISION CENTER
853 Copley Road — Akron 20, Ohio

2

With the combination rate of KDUB-TV and KPAR-TV, advertisers capture most of the West Texas audience — a population and buying income greater than most "big" markets! Check this TREASURE ISLAND combination — it's unbeatable.

Combination Set Count April 1, 1956: 184,619.

CBS

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

kc, 1 kw day), to KWIC there, was set for hearing with KVOG Ogden, Utah (1490 kc, 250 w unlimited). KSTN Stockton, Calif. (1420 kc, 1 kw unlimited), which on the day following the Utah grant was awarded a power-increase to 5 kw day, 1 kw nighttime, was designated for hearing with KARM Fresno (1430 kc, 5 kw unlimited).

Defendants Denied Review In Ettore Boxing Film Case

REFUSAL of the U. S. Supreme Court to review an adverse lower court ruling holding the Philco Corp., Chesebrough Mfg. Corp. (Vaseline) and Clayton Inc., advertising agency for Chesebrough, responsible for damages through the showing of the 1936 Joe Louis-Al Ettore fight film on television is expected to raise a host of troublesome questions regarding the telecasting of films of past public events.

The high court last week denied a petition by defendants for a writ of *certiorari*.

The suit, brought by Mr. Ettore, is for damages claimed in the showing of his 1936 fight with Joe Louis on the *Greatest Fights of the Century* film program over NBC and carried on then WPTZ (TV) Philadelphia in 1949 and again in 1950. The suit was dismissed for lack of action by the Philadelphia district court but was reversed by U. S. Circuit Court early this year [B•T, Jan. 30]. Philco then owned the ch. 3 station (now NBC-owned WRCV-TV). Chesebrough sponsored the program through the Clayton agency.

The appeals court, on a two-to-one decision, held that when Mr. Ettore signed film rights to the 1936 fight (for $500) television was a new medium and not known, thus not included in the film agreement.

The Supreme Court's action thus sends the case back to the district court, which will have to determine the amount of damages due Mr. Ettore. Industry legal authorities feel that the ruling and the prospective amount of damages may jeopardize telecasts of past news and other public events where television rights were not specifically included in the film rights. The defendants are all protected by insurance.

Four Hearing Aid Firms, FTC Sign Trade Consent Decree

A CONSENT DECREE involving alleged trade practices of four west coast hearing aid firms was approved last week by the Federal Trade Commission. The Oregon Hearing Center, Portland; the California Hearing Center and the Western Hearing Center, San Francisco, and the Washington Hearing Center, Seattle, had been cited by the commission for their alleged bait advertising and misrepresentation of product.

The agreement prohibits the firms from engaging in the advertising practices complained of by the FTC, but does not constitute an admission by the parties that they have violated the law.

Dickinson, N. D., Vhf Granted

FIRST tv station for Dickinson, N. D., was granted by the FCC last week with ch. 2 there going to Dickinson Radio Assn. (KDIX). Two other Dickinson channels, 4 and 7 (educational), are still available. KDIX plans 25.88 kw visual power with antenna 837.7 ft. above average terrain. Construction costs were listed at $266,224; first year operation costs and expected first year revenue were both set at $144,000.

MERCHANDISING ANGLES MUST BE COVERED: STONE

Producer-packager and merchandising promoter warns Yale Law School students that any phase of a program or series may become part of merchandising campaign and they must protect themselves against all eventualities.

YALE LAW SCHOOL alumnus Martin Stone, producer-packager and president of Stone Assoc., New York, in an address at his *alma mater* warned the prospective lawyers that they must guard every merchandising angle in connection with all phases of a program or series.

Mr. Stone said "every puppet, costume, every prop, its title . . . may possibly be picked up and merchandised; and you must cover the rights in your agreement." He is responsible for the *Howdy Doody* merchandising campaigns and for that of Television Programs of America. Before that he established Kagran Corp., now an NBC property.

MR. STONE

Describing the "rate of payment" as the most important part of a licensing agreement, Mr. Stone confided that the generally accepted formula is 5% of the wholesale selling price. He cautioned, however, that "this does not apply to every situation. Food, for example, will not generally bear a 5% markup. . . . Novelty items will take more than 5%."

The licensing agent—intermediary between the show and the manufacturer—customarily receives 50% of the license fee for his services, Mr. Stone revealed.

Selecting a licensing agent is not the simple matter it may appear to be, he said. "When you go into a comic book proposition, for example, you will find that there are as many as 30 different publishers. You must know who the best comic book manufacturers are. You must know what terms these kind of people are willing to talk about. You must know the standard which they seek to achieve in comic books. You must know what their own position is at the moment in terms of their need for characters, and these vary from time to time." The problem occurs in merchandising other items, he continued.

"A licensing agent must also negotiate the terms. This is a long, drawn-out business. If you are too anxious, you can, of course, give yourself away for nothing; if you know the strength of your position you will negotiate for the terms that you desire.

"Another very important part of a licensing operation, and one which is underestimated, I think, is the origination of designs and packaging. This is where ideas pay off in the licensing business.

"Most of the ideas do not come from the licensees. They are interested in a Howdy Doody or a Jackie Gleason or a Lassie or whatever it may be, but you must, in many cases, originate the item. . . . You must not always wait for the licensee to come to you. You must go to him with your ideas, with your

Dewey Shepherd

In the end, it all comes out of your pocket

"You hear a lot of complaints these days about high taxes. And rightly so.

"But most people who complain about the tax bite are referring to their *income* tax. Ever stop to think about some of the other taxes you pay that aren't quite as obvious—yet they run up the bill just the same?

"The taxes, for example, that you pay business as part of the cost of every product you buy.

"Take, for instance, property taxes in Santa Barbara County, California. Last year they amounted to $11,897,300. Union Oil paid 5.15% of that $11,897,300. Add what the other 34 oil companies in the county contributed, and the petroleum industry accounted for 26% of the county's property tax.

"I said the petroleum industry. Actually, the money came from the customers of the industry as part of the cost of product. And it's the same in every business.

"That's why, every time any taxes are increased, it's really *your* taxes that are raised.

"In the end, it all comes out of your pocket."

* * * *

Dewey Shepherd speaks with more than casual authority. He manages Union Oil's tax department, and is responsible for paying our taxes to some 800 government agencies.

Today your total tax bill for government is approximately 30% of national income. *This is more than a week of every month you work, and it doesn't promise to get any cheaper.*

It seems to us that this kind of taxation is confiscatory. And whether it means to or not, it can cripple the free competitive economy on which it depends.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

originations, and with your packaging arrangements.

"This requires not only an art staff, but men with ideas. You must then survey value. You must be sure that the price represents a good price for the article. You must shop it. You must talk to the buyers. You must discuss with them their problems. Chain store problems are different from department store problems.

"These are all part of a successful merchandising campaign. You must tie up with the stores, and you must give them promotional ideas. You must arouse their enthusiasm for your ideas. . . ."

BMI Political Package Set for June Distribution

PROGRAMMING materials for the national political campaign and election this year will be distributed to stations early next month by Broadcast Music Inc. The "political package" will contain material for five-hour programming, according to BMI.

To be made available will be scripts, time signals, station breaks, photographs of famous presidents, and copies of campaign songs in the author's own writing from BMI's Americana Archives.

The package includes a half-hour show, "The Rise of Political Campaigning"; seven 5-minute programs using recorded voices of past presidents; five 15-minute programs, "Famous First Ladies"; a half-hour documentary, "The First Election"; seven 5-minute programs, "A Presidential Cavalcade"; a half-hour program for tv which includes photographs; a half-hour program with holographs and photographs called "Famous Campaign Songs"; time signals; station break announcements and other materials all keyed to "get out the vote."

Smolen Heads AAP Publicity

APPOINTMENT of Jay Smolen as head of advertising, promotion and publicity at Associated Artists Productions, New York, was announced last week by Bob Rich, general sales manager, as part of an expansion program at AAP in connection with its distribution of the Warner Bros. library of feature films and shorts. Mr. Smolen, who joined AAP last Monday, most recently served as manager of advertising and promotion for the NBC Film Div.

PROGRAM SERVICE SHORTS

RCA Recorded Program Services, N. Y., has sold *Town & Country Time* to KTRK-TV Houston, WDAF-TV Kansas City, KTSM-TV El Paso, WDMJ-TV Marquette, Mich., and WTVY (TV) Dothan, Ala.; *The World Around Us* to KHOL-TV Holdredge, Neb., and WDMJ-TV Marquette, Mich., and *Foy Willing & the Riders of the Purple Sage* to KTRK-TV Houston, WCAX-TV Burlington, Vt., and WMFD-TV Wilmington, N. C.

Gordon McLendon, vice president of KLIF Dallas, Tex., and other McLendon stations, has given permission to Armed Forces Radio & Television Service to broadcast *The Old Scotchman's Scrapbook* radio series featuring "voices of the past." The 316-episode series, created and narrated by Mr. McLendon, was first heard over KLIF in 1952. Arrangements for AFRTS to use the series without cost were made through C. P. McGregor Sound Studios, Hollywood.

JAN.-MARCH TV COST $116.69 MILLION

Networks' gross time charges for first quarter of this year are 18% above same period year ago when DuMont was competing with ABC, CBS, and NBC, PIB report shows.

GROSS TIME CHARGES of the tv networks totaled $40.6 million in March, or an increase of 17% over the total grossed for that month a year ago, according to Publishers Information Bureau data. First quarter total for all three networks was $116.69 million.

For the first quarter of 1956, the networks increased their totals 18% although the now-defunct DuMont Television Network was operating in that period last year. ABC-TV racked up a 76% increase for the quarter with a $19.55 million gross billing for the three months [CLOSED CIRCUIT, April 30]. CBS-TV and NBC-TV totals increased with a similar percentage for the quarter, CBS-TV being 13% ahead and NBC-TV 12% ahead of last year's period.

In March, CBS-TV increased its gross billing by 12% over the month's total in 1955, and NBC-TV went up 13%. March also was the most lucrative month in the January-March gross billing for all the networks. CBS-TV led the three networks in both the March total and in the three-month aggregate.

The full PIB table of gross time charges for network television with March and first quarter comparisons follows:

Network Television

	March 1956	March 1955	% Change	January-March 1956	January-March 1955	% Change
ABC	$ 6,747,928	$ 3,806,425	+77	$ 19,548,184	$11,092,316	+76
CBS	17,899,716	16,036,896	+12	52,648,532	46,562,763	+13
DuMont**	....	628,625	..	....	1,949,860	..
NBC	15,955,688	14,102,093	+13	44,495,804	39,694,429	+12
Total	$40,603,332	$34,574,039	+17	$116,692,520	$99,299,368	+18

Network Television Totals to Date

	ABC	CBS	DuMont	NBC	TOTAL
Jan.	$ 6,382,046	$17,820,455	....	$14,695,116*	$ 38,897,617*
Feb.	6,418,210	16,928,361	....	13,845,000	37,191,571
March	6,747,928	17,899,716	....	15,955,688	40,603,332
Total	$19,548,184	$52,648,532	....	$44,495,804	$116,692,520

* Revised May 10, 1956.
** Effective Sept. 15, 1955, DuMont Television Network changed from national network to local operation.

NBC-TV, Big Ten Almost Set Regional Football Schedule

NBC has reached an agreement "in terms" with the Big Ten for rights to its regional football tv schedule this fall—subject to ratification by the conference.

Report of the sale came after a meeting of NBC and Western Conference officials Monday and in the wake of NBC-TV's announcement of a complete sellout of NCAA's national eight-game television schedule to four advertisers. (See adjacent story.)

While neither the network nor the Western Conference revealed price of the tv rights, it was understood the Big Ten will receive somewhat less than $350,000 for the five-game schedule ($70,000 per game)—or as much as it realized from last year's rights to CBS-TV.

It was reported that the Sunbeam Corp., among others, was interested in sponsorship.

'Warner Bros. Presents' To Continue on ABC-TV

CONTINUANCE of *Warner Bros. Presents* on ABC-TV was announced jointly last week by Jack L. Warner, head of the film company, and Robert E. Kintner, ABC president.

During the forthcoming summer months the program will show repeats of films previously used and this fall will resume the use of new films.

Seven new "Cheyenne" stories now are in preparation for early filming, with Roy Huggins and Richard L. Bare continuing as producer and director, respectively, of the series.

$5 Million Time Sales Recorded by NBC-TV

WITH ITS SIGHTS on new business this fall, NBC last week announced new sales amounting to more than $5 million in gross billings in its daytime tv schedule. One part of the new business starts as early as next month.

Topping the sales is the sellout by the network of its 1956 schedule of eight intercollegiate national football games (National Collegiate Athletic Assn. contests). Zenith Radio Corp., Chicago, through BBDO, Chicago, is the latest advertiser to sign. Zenith Sunbeam Corp., through Perrin-Paus Co.; Bristol-Myers Inc., through Young & Rubicam, and U. S. Rubber Co., via Fletcher D. Richards Inc., are participating sponsors of each game. Sunbeam and U. S. Rubber also have signed for a quarter each of five regional NCAA football telecasts.

Another sale in the $5 million billing is Brillo Mfg. Co.'s sponsorship for 30 weeks of two participations weekly on *Matinee Theatre* (Mon.-Fri., 3-4 p.m. EDT), starting Sept 6. Also beginning on that date, Brillo will sponsor a quarter-hour weekly of NBC-TV's planned new daily (noon-12:30 p.m. EDT) audience participation program (reportedly to be titled, *It Could Be You,* and tentatively beginning next month). J. Walter Thompson Co. is Brillo's agency.

George H. Frey, NBC-TV vice president in charge of sales, also announced that the Brown & Williamson Tobacco Co., through Russel M. Seeds Co., had signed for a quarter-hour portion of the new audience participating program on alternate Fridays for 52 weeks, starting June 18.

'Parson to Person'

A NEW title for a 15-minute weekly religious program of the interview type was selected last week when *Religion in the News* changed its name to *Parson to Person* on WKRS Waukegan, Ill., and the host is the Rev. R. Claibourne Johnson, minister of the First Baptist Church in Waukegan. According to CBS, the Rev. Johnson sent a request for the privilege of using the title to Edward R. Murrow, CBS newsman and conductor of the *Person to Person* show on CBS-TV.

CBS, which noted the Rev. Johnson had been looking for an appropriate title of his show and had suggested *Parson to Person* (a change to which Mr. Murrow acquiesced), pointed out that "one of the favorites in a series of cartoons prompted by the *Person to Person* program shows two men of the cloth rushing into a producer's office. The caption reads: 'We've a novel idea for a Sunday television show. It's called *Parson-to-Parson*'." The original cartoon and caption appeared in B•T's issue of March 1, 1954, and was drawn for B•T by Sid Hix.

Kefauver Faces Stevenson On ABC-AM-TV Next Monday

A POLITICAL DEBATE—or at least a "discussion"—between Adlai Stevenson and Sen. Estes Kefauver (D-Tenn.), principal contenders for the Democratic presidential nomination, will be carried exclusively on ABC Radio and ABC-TV next Monday at 10-11 p.m. EDT, the network reported last week. They said the debate would be originated by WTVJ (TV) Miami with an as yet unselected ABC news commentator as moderator.

ABC President Robert E. Kintner several weeks ago offered to make the 10-11 p.m. period available on May 24 or some other date mutually acceptable to the two candidates and NBC at about the same time offered its facilities but did not specify a date or amount of time [B•T, April 16]. NBC authorities said late last week that they would provide news coverage of the May 21 event.

WTVJ has been credited by Kefauver-for-President headquarters—which insisted it was not a "debate"—with being the first to suggest a Kefauver-Stevenson "discussion of the issues."

WISC-TV to Be CBS Affiliate

WISC-TV Madison, Wis. (ch. 3), will become a secondary interconnected affiliate of CBS-TV about July 1 and will replace WKOW-TV Madison (ch. 27) as CBS-TV's primary affiliate in that area on Sept. 29, network authorities reported last week. WISC-TV, which is not presently on the air, is licensed to Radio Wisconsin Inc. Ralph O'Connor is general manager.

Convention Crew Size Largest Yet, Says CBS

CBS NEWS will employ "the largest force of men and equipment in communications history" to cover the 1956 presidental nominating conventions for "the largest mass audience in the history of man," CBS officials reported last week.

Sig Mickelson, CBS vice president in charge of news and public affairs, said CBS News' basic plans for coverage of the conventions by CBS Radio and CBS-TV have now been completed after 20 months of work. More than 325 reportorial, production and technical personnel will work directly on the convention assigment, he said.

The Democratic convention opens in Chicago on Aug. 13 and the Republican conclave in San Francisco on Aug. 20. It will be the third time that television and the ninth that radio has covered the nominating conventions in detail.

"It is quite possible," Mr. Mickelson said, "that some 120 million persons will see or hear part of either or both conventions on home television receivers and radios—by far the most fantastic audience ever assembled to witness a single event." By comparison, he pointed out, approximately 10 million saw the conventions on television in 1948 and around 60 million in 1952.

He estimated that CBS News will use 22 tons of equipment in covering the two conclaves, with from 10 to 12 tons of this to be flown in three chartered planes from Chicago to San Francisco after the Democratic convention closes. Plans call for it to be dismantled, enplaned to San Francisco, set up there and in operation within less than 24 hours.

In the catalog of equipment, Mr. Mickelson hinted, may be one or more of the revolutionary new video tape recorders unveiled by Ampex a few weeks ago [B•T, April 16, *et seq*]. CBS, first purchaser of the Ampex VTR, ordered three units that are slated for delivery in August.

Use of New Camera

CBS-TV also will use a new television camera in covering the conventions. Mr. Mickelson said details would be announced later.

He also reported that CBS-TV viewers would have, at any given moment, the best picture of some 300 tv cameras—counting those handled by the all-network pool as well as those operated by CBS-TV separately—covering all phases of the convention story in San Francisco, Chicago, New York, and Washington.

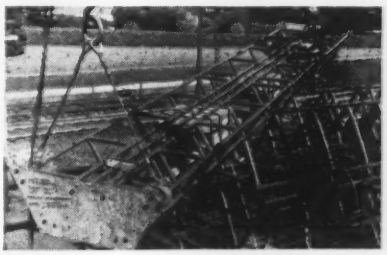
Other equipment to be used by CBS News, he said, includes new "no hands" telephones, high-speed electronic calculators, and new CBS-designed walkie-talkies.

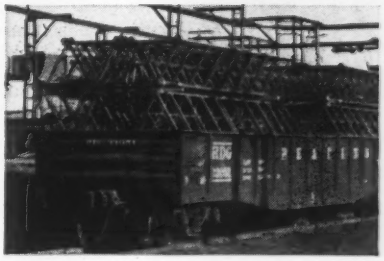
The most complex phase of the operation will be the inter-communications. In each convention city this will include an 80-position master telephone switchboard and two smaller boards connecting more than 150 telephones at 50 different locations in the convention hall and the party headquarters hotel. Twelve teletype printers will link various centers in San Francisco, Chicago, and New York, and three full-time private lines will connect CBS convention headquarters in each city with CBS headquarters in New York. In all, about 25 miles of communications wire will be needed in each city.

Westinghouse Electric Corp. will sponsor coverage of the conventions, an interim "bridge" series between conventions and the Nov. 6 elections, and the election returns on 175 CBS-TV and 202 CBS Radio stations. Ketchum, MacLeod & Grove, Pittsburgh, represents Westinghouse for the tv and radio broadcasts and will share with McCann-Erickson, New York,

TOWERS...ANY KIND ANYWHERE...

FAST!





Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Overhead crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

In the Shreveport Area

KTBS·TV
CHANNEL 3
LEADS!

According to February, 1956 ARB Shreveport Area Rating Survey.

MORNING!

55% —of the viewing audience watches Channel 3 from sign-on time at 10 A.M. to 12 noon.

AFTERNOON!

82% —of the weekday afternoon audience prefers Channel 3—leading in 49 out of 60 quarter-hours from 1 P.M. to 4 P.M. Saturdays KTBS-TV accumulates a total of 322 rating points compared to 254 for Station B.

NIGHT!

72% —of the nighttime NBC Audience in the Shreveport area watch KTBS-TV 7 days a week.

- 200,000 TV SETS
- MAXIMUM POWER
- 1153-FT. TOWER

KTBS·TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

the responsibility for the commercials.

Under Mr. Mickelson's overall supervision, the following are in direct charge of CBS News' convention coverage: Elmer Lower, director of special projects for CBS-TV News and Public Affairs, who is general manager of the networks' convention coverage; John Day, CBS director of news, who will act as managing editor for the CBS News team, and Paul Levitan, executive producer for the conventions.

Director of convention broadcasts for CBS Radio is Robert A. Skedgell, CBS News executive producer for radio. Don Hewitt will function in a similar capacity for CBS-TV.

Walter Cronkite, veteran "anchor man," will hold down that spot again for CBS-TV viewers. Another veteran, Bob Trout, will be anchor man for CBS Radio listeners. Some 25 other CBS newsmen including Edward R. Murrow, Eric Sevareid, Charles Collingwood, Douglas Edwards, Bill Downs, Wells Church, Allan Jackson, and George Herman will join them in presenting news and analyses.

R. G. (Tommy) Thompson, CBS-TV director of technical operations, and Davidson Vorhes, CBS Radio's manager of technical operations, will supervise the technical phases for their respective networks.

While the main news crew is in Chicago covering the Democrats, a skeleton team will be in San Francisco covering the Republicans' preconvention maneuverings. This group will be headed by Malcolm R. (Mac) Johnson, recently named assistant director of CBS News for television, who will be assisted by Sam Zellman, chief of the CBS News west coast television bureau.

Construction crews will start work on the various studios, newsrooms, control rooms, and the like approximately six weeks in advance of each convention. Space requirements in each convention city were estimated at a minimum of 15,000 square feet of off-the-floor working space and from 150 to 200 hotel rooms.

Introductory Rates Set For New ABC Radio Show

SPONSORSHIP information on ABC Radio's *Mysterytime* program (Mon.-Fri., 7:30-7:55 p.m. EDT) was released in a presentation outlining costs for segments, discounts and programming data.

The series, which will feature a different program classification each evening, offers a special introductory rate through Aug. 31, under which one to 12 one-minute segments will cost $900 each; 13 to 51, $850; 52 to 103, $800; 104 to 155, $750; 156 to 259, $700, and 260 or more, $650. A client may combine ABC Radio's morning segment programs with *Mysterytime* for frequency discounts on both morning and evening segments purchases.

Programs within the series are: *Mike Malloy, Private Eye; The Adventures of Sherlock Holmes; Masters of Mystery; Mystery Classics,* and *Police Blotter.*

NBC, CBC Plan Seaway Show

NBC and the Canadian Broadcasting Corp. are working together to present live the story of the St. Lawrence Seaway Project on NBC-TV's *Wide Wide World* program of June 3, NBC Chairman Sylvester L. Weaver Jr. and CBC Chairman A. D. Dunton announced last week. The program (4-5:30 p.m. EDT) will be carried by CBC as well as NBC. The Seaway story will be the last *WWW* program of the current season, and the first to be devoted entirely to a single subject.

CBS RADIO PROMOTES DUNDES, UNTERMEYER

Former becomes vice president in charge of advertising and promotion, and the latter succeeds him as general manager of KCBS San Francisco. Hurst named WCBS sales manager.

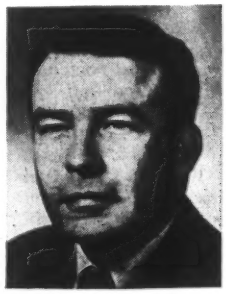
ELEVATION of Jules Dundes, general manager of KCBS San Francisco, to CBS Radio vice president in charge of advertising and promotion, and the appointment of Henry Untermeyer, WCBS New York sales manager, to succeed Mr. Dundes, were announced last Wednesday.

The appointment of G. E. (Buck) Hurst, contact man with sales development at CBS Radio Spot Sales, New York, to succeed Mr. Untermeyer as WCBS sales manager, is being announced today (Monday) by General Manager Carl Ward.

MR. DUNDES

MR. UNTERMEYER

Mr. Dundes' move was announced by CBS Radio President Arthur Hull Hayes, whom Mr. Dundes succeeded last year as KCBS general manager when Mr. Hayes was elected to fill the top CBS Radio post left vacant by the retirement of Adrian Murphy.



MR. HURST

Mr. Untermeyer's appointment was announced by J. Kelly Smith, CBS Radio's administrative vice president. Mr. Untermeyer assumes his new post on June 4 and Mr. Dundes transfers to the New York post on June 18.

In the new vice presidency, Mr. Dundes will supervise advertising, press information, audience and sales promotion activities for the network. He joined CBS in 1936 in the promotion department and in 1940 became advertising and sales promotion manager for WCBS (then WABC) New York. Nine years later, Mr. Dundes advanced to director of sales and advertising for KCBS.

Mr. Untermeyer, with CBS since 1937, served as an account executive with CBS Radio Spot Sales, headed special features for WCBS and since 1953 has been WCBS' sales manager.

Mr. Hurst, who assumes his position immediately, joined CBS Radio in 1951 as national advertising representative for KCBS. He later managed CBS Radio Spot Sales' Los Angeles office for two years and was national sales manager for KMOX St. Louis briefly before being moved last summer to New York in sales development for Radio Spot Sales.

REDDI WIP Inc. (whipped cream), Los Angeles, through Ruthrauff & Ryan has signed to sponsor the first 15 minutes of NBC-TV's *Queen for a Day* on alternate Thursdays. Present for the contract signing were (l to r): seated, John K. West, vice president, NBC Pacific Div.; A. S. Lapin, Reddi Wip president; Jack Bailey, *Queen* m.c.; T. C. Thompson, Reddi Wip marketing director; standing, E. J. Siegel, Reddi Wip treasurer, and Doug Stewart, Ruthrauff & Ryan account executive.

Talent Assoc. Ltd., NBC Sign Contract

A RADIO-TV program producer and packager —Talent Assoc. Ltd.—has signed a long-range program development project with NBC.

The independent firm is owned by David Susskind and Alfred Levy. The contract provides for long-term exclusive radio and tv services and facilities of the firm and the owners in the creation and production of programs for the network. The agreement reportedly is for a minimum of two years with $1.5 million the value of the services to be provided. The contract also contains options for additional service for five years.

Talent Assoc. will create and produce dramatic and musical comedy programs for both 90-minute and two-hour color spectaculars, furnish NBC with a number of new tv series and produce network programs other than those created by Talent Assoc. for NBC.

According to Mr. Levy and Mr. Susskind, Talent Assoc. will share with NBC any income from tv plays produced by their firm and later adapted for motion pictures or the legitimate theatre. In those programs created for NBC by Talent Assoc., both will share equally in the ownership of the properties.

The firm, in existence since 1948, currently produces *Armstrong Circle Theatre* on NBC-TV, and the list of programs with which it has been associated includes *Goodyear Television Playhouse, Philco Television Playhouse, Mr. Peepers, Justice* and *Appointment with Adventure*, all network shows.

Talent Assoc. also is producing shows for the legitimate stage and is active in feature film properties.

Clampett Wins Injunction

PRODUCER Bob Clampett won an injunction last week from Los Angeles Superior Court Judge John Ford preventing Stan Freberg and NBC from telecasting a puppet called "Grover" which Mr. Clampett claims is an imitation of his "Cecil, the Seasick Sea Serpent" on the *Time for Beany* program. Mr. Clampett in March filed a $2 million suit against Mr. Freberg and the network. "Grover" appeared on the *NBC Comedy Hour* but has not been telecast since the suit was filed. Mr. Freberg formerly was associated with Mr. Clampett.

Harry Trigg to Be Promoted In NBC's Central Division

APPOINTMENT of Harry Trigg as networks program manager of the NBC Central Div. is expected to be announced momentarily.

Mr. Trigg, networks program supervisor of NBC Chicago, will replace Alan Beaumont, who was transferred to NBC New York in a directorial capacity.

Kirk Logie, formerly with the Armour Research Foundation (an adjunct of the Ill. Institute of Technology), succeeds Mr. Trigg as networks program supervisor. He has been identified with Chicago radio-tv productions on other stations, including WBBM Radio's *Ear on Chicago*.

CPRN, Pacific Conference Sign 2-Year Exclusivity Pact

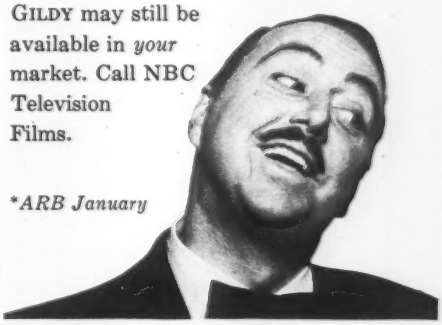
NEGOTIATIONS were completed Wednesday between the Pacific Coast Conference and the Columbia Pacific Radio Network on a two-year pact calling for complete and exclusive radio coverage of all football and basketball games as well as all spring sports at the conference universities. The agreement was described as without precedent.

Joint announcement of the contract was made by Al Masters, chairman of the Pacific Coast Conference Radio & Television Committee, and Bert S. West, general manager of KNX Los Angeles and the Columbia Pacific Radio Network. The new contract goes into effect with the 1956 fall semester and runs through the spring of 1958.

fine friend of the family

Millions of families follow THE GREAT GILDERSLEEVE on TV and they buy plenty. Especially family products like food, beverages and drugs. GILDY is already in well over 100 markets including New York, a 7-station market, where it beats all its time period competition,* and Houston-Galveston, a 3-station market, where it has a 26.2 rating.* GILDY may still be available in *your* market. Call NBC Television Films.

*ARB January

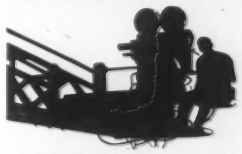


The Great Gildersleeve

663 Fifth Avenue in New York;
Merchandise Mart in Chicago;
Taft Bldg. in Hollywood.
In Canada: RCA Victor, 225 Mutual St., Toronto.

NBC Television Films

Programs for All Stations— All Sponsors



A DIVISION OF KAGRAN CORPORATION

Berman Replaces Gottlieb, Named to Higher CBS-TV Post

NAMING of Lester Gottlieb, director of daytime programs, CBS-TV, as general executive for the network's program department, and of Bertram Berman of Procter & Gamble to succeed him, was announced Thursday by Hubbell Robinson Jr., executive vice president for network programs.

MR. GOTTLIEB

Mr. Gottlieb, who will serve in a general creative capacity with all program product, reports to Mr. Robinson. He started with CBS in 1948 as a producer, was appointed director of CBS Radio programs in 1951 and in that same year became vice president of the department. Mr. Berman for the past five years has been executive producer for Procter & Gamble productions, had been production manager for Herb Shriner and earlier in his career had been in production at WSAI and WLW in Cincinnati.

CBS News Names Two

TWO appointments by CBS News were announced Thursday by John F. Day, director. Malcolm R. (Mac) Johnson, CBS news editor, Washington bureau, has been appointed assistant director of news for tv, headquartering in New York, effective June 1, and James E. Roper has been named to succeed Mr. Johnson in Washington.

Mr. Johnson, a veteran war and overseas correspondent, joined CBS as a news editor March 1955 and was news editor of the Washington bureau since May 1955. Mr. Roper currently is a State Dept. reporter for the *Washington Star*.

KHSL-TV, NBC Disaffiliate

KHSL-TV Chico, Calif., has reported that effective July 31 it will no longer be affiliated with NBC-TV. Mrs. Hugh McClung, president of the station licensee, said the growing demand for network program time had reached the stage where KHSL-TV could no longer meet the demands of NBC and the other two networks it carries. The station is continuing its affiliation with ABC and CBS.

NBC-TV Signs Sol Hurok

IMPRESARIO Sol Hurok, whose NBC-TV productions this past season included "The Sleeping Beauty" and "Festival of Music," both on *Producers' Showcase*, has signed a new one-year contract with the network, Thomas A. McAvity, NBC-TV vice president, announced last week. Mr. Hurok will continue to create and produce other spectaculars of classical and semi-classical nature.

Europe on 'Wide Wide World'

PLANS to use European pickups for NBC-TV's *Wide Wide World* through kinescopes will be discussed on May 23 at a meeting between Davidson Taylor, NBC vice president in charge of public affairs; Barry Wood, director of special events, and heads of the European Broadcasting Union (Eurovision) in Gardone, Italy. The first program is scheduled to be carried on *Wide Wide World* in October, and will be entitled "Autumn in Europe."

Opposite 'Disneyland'

CBS-TV announced last week it has scheduled *CBS Cartoon Theatre* in the Wednesday, 7:30-8 p.m. EDT period, starting June 13.

The new program, which will oppose the highly-popular *Disneyland* on ABC-TV (Wed., 7:30-8:30 p.m. EDT) in the first half-hour, will utilize the Terrytoon films the network acquired through CBS-TV's purchase of Terrytoons Inc. last winter. The *CBS Cartoon Theatre* will present Dick Van Dyke as host. The producer will be Michel M. Grilikhes and the director, Howard Magwood.

Additional Elimination Bouts For Title Set by ABC, NBC

PLANS for additional heavyweight elimination bouts to determine the heir to retired Rocky Marciano's championship crown were announced by two major networks last week. The bouts are sanctioned by the International Boxing Commission.

ABC-TV and ABC Radio, which last Wednesday carried the first elimination fight between Bob Baker and Johnny Holman on its *Wednesday Night Fights* (co-sponsored by Pabst Brewing Co. through Leo Burnett Inc. and Mennen Co., through McCann-Erickson) and its Blue Ribbon Bouts (Pabst) over television and radio, respectively, said that the second in its Pabst-Mennen Wednesday night elimination bouts would be aired May 23. At that time, a 10-rounder is scheduled from Detroit between Johnny Summerlin and Bob Satterfield.

Meanwhile, NBC reported Gillette Safety Razor Co., through Maxon Inc., New York, had signed for a special 12-round *Gillette Cavalcade of Sports* simulcast June 8 from New York's Madison Square Garden. Contenders: Floyd Patterson vs. Tommy "Hurricane" Jackson.

NETWORK PEOPLE

Ridgway C. Hughes, NBC-TV sales promotion manager and formerly ABC presentations director, rejoined ABC-TV as assistant manager of sales development.

James Mahoney, C. E. Hooper Inc., N. Y., rating services, to MBS as account executive. He previously served with Mutual 1943-49 as station relations executive.

Tad Danielewski, NBC-TV program development manager in New York, to Hollywood as producer of Coca-Cola Co.'s *Coke Time* (NBC-TV, Wed. and Fri., 7:30-45 p.m. EDT).

Antony Ellis, producer-director of CBS Radio's *Suspense*, named producer in Hollywood for *CBS Radio Workshop*.

Idella Grindlay, director of program operations for the Quality Radio Group, N. Y., and previously station operations manager of WABC-TV New York, named office manager of NBC political broadcast unit.

Fletcher Markle, Seymour Berns, Ralph Nelson, Buzz Kulik and **Russell Stoneham** will alternate directing assignments on CBS-TV *Climax* during summer months, releasing **John Frankenheimer** and **Allen Reisner** to fulfill motion picture commitments at RKO Studios. Move is effective June 1.

Nancyann Graham, interior decoration editor on NBC-TV's *Home* (Mon.-Fri., 11 a.m.-noon EDT), named food editor replacing **Kit Kinne,** leaving to await birth of a child.

Pack Stresses Importance Of Radio in Education

TELEVISION is a "great medium" but radio in many instances "can do a better job," Richard Pack, vice president in charge of programming, Westinghouse Broadcasting Co., asserted last week.

Addressing Purdue U. spring awards banquet sponsored by the university-owned WBAA, Mr. Pack claimed that the "glamour" of tv should not divert educators from the importance of radio as an educational medium and also noted commercial broadcasters' faith in the medium.

Colleges and universities should be a prime source for executives and creative talent in commerical broadcasting, but students should not over-specialize and ignore sales for programming, engineering for announcing, and promotion for engineering. "In broadcasting," he observed, "it pays to be a jack-of-all-trades and master of several."

Radio can often do a better job because "it is less expensive and can go more places and it usually calls for more imagination than television," Mr. Pack asserted.

Educational Outlet Given $30,000 by Memphis Tvs

A $30,000 gift from three Memphis commercial television stations has "practically assured" that WKNO-TV, the city's educational tv facility, will go on the air by June 30, according to Julian Bondurant, president of the Memphis Community Television Foundation, parent body of the educational outlet.

The three stations—WMCT (TV), WHBQ-TV and WREC-TV—each contributed $10,000. Previously, WMCT, the Memphis Publishing Co.'s tv station, had made a $65,000 donation that included a tv antenna, a new transmitter and two film projectors. The station also donated consulting engineering services.

WKNO-TV must be on the air by June 30 in order to qualify for a $50,000 contribution from the Tennessee Educational Television Commission.

1,475 Use RCA School Funds

MORE than 1,475 RCA employes are making use of the firm's tuition loan and refund plan in obtaining further schooling, according to RCA. A special report released last week by Dr. C. B. Jolliffe, RCA vice president and technical director, noted nearly $170,000 was invested last year under the program. RCA also granted various sums ranging from $100 to $2,500 to 86 different colleges in the U. S. during the current academic year, the amounts set according to the number of RCA staff member graduates. Additionally, ten graduate fellowships of $3,500 each in the fields of science, business administration and dramatic arts were paid for by RCA.

WTIC Gives Yale $1,000

WTIC Hartford, Conn., has given $1,000 it received from the Alfred I. duPont Awards Foundation, for outstanding public service programming, to the Yale U. School of Drama for a fellowship to be used by a student majoring in playwriting or play production with emphasis on preparation for work in the broadcasting media. Station President-General Manager Paul W. Morency said WTIC's weekly Yale program helped the station earn the award for 1955 [B•T, March 19].

CBS INC. MARKS RECORD FIRST QUARTER

Net income comes close to $4.5 million, representing an increase of 14.6% over the like period in 1955.

CBS INC.'s consolidated net income for the first-quarter of 1956 was the highest in its history, chairman William S. Paley reported to the board last week. He placed the total at $4,462,783, a gain of 14.6% over the figure for the first quarter of 1955.

Consolidated net revenues and sales for this year's first quarter were up 13.7% over the comparable period in 1955, reaching a total of $88,406,663.

First-quarter earnings this year were at the rate of 60 cents a share on the currently outstanding class A and class B shares. This compares with 53 cents a share for the same quarter last year.

The board at its meeting declared a cash dividend of 20 cents a share on class A and class B stock payable June 8 to stockholders of record at the close of business May 25.

CBS INC. & DOMESTIC SUBSIDIARIES

Consolidated Income Statements

	Three Months Ended			
	March 31, 1956 (13 Weeks)		*April 2, 1955 (13 Weeks)*	
Net Revenues and Sales		$88,406,663		$77,776,463
Deduct:				
Operating expenses and cost of goods sold	$63,164,839		$56,500,096	
Selling, general and administrative expenses	13,859,516		11,079,422	
Provision for depreciation and amortization of fixed assets	1,668,333		1,595,474	
		78,692,688		69,174,992
		9,713,975		8,601,471
Miscellaneous income, less miscellaneous deductions		108,808		68,794
Income before federal taxes on income		9,822,783		8,532,677
Provision for federal taxes on income		5,360,000		4,640,000
Net Income for Period		$ 4,462,783		$ 3,892,677
Earnings per Share (Note 1)		$.60		$.53

Notes:

1. Earnings per share are calculated on the average number of shares 7,485,837 in 1956 and 7,316,700 in 1955, outstanding during the respective three month periods. The number of shares shown for 1955 is after adjustment for the three-for-one stock split-up.
2. The 1956 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

Samuel R. Dean,
Treasurer

May 9, 1956

Capehart-Farnsworth Co. Bought by Ben Gross Corp.

SALE of the home entertainment manufacturing portion of Capehart-Farnsworth Co. to the Ben Gross Corp. (electrical appliance distributor), New York-New Jersey, was announced last week by International Telephone & Telegraph Corp.

Under the agreement as announced by IT&T President Edmond H. Leavey, the television, high-fidelity phonograph and radio business of IT&T's division has been purchased by the Gross firm. IT&T retains the Capehart-Farnsworth plant and home office at Fort Wayne, Ind., for use in expanding research, development and manufacturing operations of Farnsworth Electronics Co., another IT&T division.

Included in the sale are the registered Capehart trademarks, and certain other assets including the radio, hi-fi phonograph and cabinet plant at Flora, Ind.

Ben Gross will be licensed on a non-exclusive basis under certain U. S. patents based on inventions made within the Capehart-Farnsworth organization with ownership of the patents retained by IT&T.

According to IT&T's announcement, the Gross firm indicated it will continue to make products with the Capehart trademark. Disposition of present inventory and other details will be made later.

Memorial Foundation Formed Honoring Late Maj. Armstrong

A GROUP of friends of the late Maj. Edwin H. Armstrong, developer of fm, have formed the "Armstrong Memorial Foundation Inc.," it has been announced. Purpose of the corporation is "to honor the memory of Major Armstrong by helping to perpetuate the principles that guided him in a life devoted to basic research in electronics."

In its work the foundation plans to aid in the continuation of the basic research that was carried on by Maj. Armstrong at the Columbia U. Marcellus Hartley Laboratory by contributing voluntarily to the education and training of engineers and scientists capable of doing basic applied research in electronics and related scientific fields.

The corporation will make grants of money and property to the Columbia U. School of Engineering, grant scholarships, fellowships and other forms of assistance to undergraduate or graduate students at the school, and grant money to other institutions, persons or groups not affiliated with Columbia U. for scientific purposes, including the preservation or commemoration of the inventions and research of Major Armstrong.

Offices of the new foundation are at Room 209, Philosophy Hall, Amsterdam Ave. at 117th St., New York 27.

LEAVE IT TO STEVE!

STEVE DONOVAN has a way with sales. He makes them go up. In market after market, STEVE DONOVAN, WESTERN MARSHAL is the top-rated syndicated western.

It's a TV "buy" that makes sales sense! Call or wire NBC Television Films; 633 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.

Steve Donovan-Western Marshal

NBC Television Films

Programs for All Stations–All Sponsors

A DIVISION OF KAGRAN CORPORATION

MURROW PAY TOPS IN BROADCAST FIELD

GE President Cordiner comes closest to newsman's $316,-076-plus salary. Monetary remuneration of other officials revealed in files of Securities & Exchange Commission at Washington, D. C.

EXECUTIVES in broadcasting and related industries may be looking with envy toward newsman Edward R. Murrow's $316,076-plus salary of last year [AT DEADLINE, April 9], judging by their own monetary remunerations on file at the Securities & Exchange Commission, Washington, D. C.

General Electric President Ralph J. Cordiner's 1955 salary of $247,515, plus a stock allotment of 2,261 shares, came closest to Mr. Murrow's figure. Philip D. Reed, chairman of the GE board, received $157,489, plus 1,357 shares; Executive Vice President Henry V. Erben, $152,514, plus 1,055 shares, and all GE officers and directors were paid a total of $3,215,728, plus 19,819 shares of stock.

American Telephone & Telegraph paid its president, Cleo F. Craig, $217,119 during the 1955 calendar year. Executive Vice President Hal S. Dumas was paid $157,119; Vice President William C. Bolenius, $99,900, while the officers and directors combined pulled down $1,253,609.

Brig. Gen. David Sarnoff, RCA board chairman, took home $200,000, before taxes that is. Gen. Sarnoff, who is above the RCA retirement age of 65, has a contract calling for his present salary through March 1, 1965. He will receive $85,000 annually upon retirement. Other executives and their salaries: President Frank M. Folsom, $165,000; Executive Vice President Elmer W. Engstrom, $85,000; Vice President-Technical Director Charles B. Jolliffe, $72,500, and all RCA and NBC officers and directors, $1,996,011. In addition, RCA and its subsidiaries paid $425,000 for legal service during 1955 to the law firm of Cahill, Gordon, Reindel & Ohl.

Remuneration to top CBS Inc. officials, in addition to Mr. Murrow, as reported in the April 9 issue of B•T, included: President Frank Stanton $281,522 (plus $12,335 pension plan payments); Board Chairman William S. Paley, $225,000 (plus $16,526 pension payments); J. L. Van Volkenburg, president of CBS-TV, $115,000 (plus $14,559 pension payments); Arthur Hull Hayes, president of CBS Radio, $42,307 ($8,788 toward pension plan); James B. Conkling, president of Columbia Records, $74,999 ($6,815 toward pension plan); Charles F. Stromeyer, president of CBS-Hytron, $59,999 ($3,527 toward pension plan), and Henry C. Bonfig, president of CBS-Columbia, $40,154. The network paid its officers and directors $1,777,519.33.

Don G. Mitchell, Sylvania president and board chairman, received $151,338, while Vice President Arthur L. Chapman was paid $58,-265.13. Sylvania officers and directors received $768,933.76.

Westinghouse Electric Corp. paid its president and board chairman, Gwilym A. Price, $123,-541. Vice Chairman L. E. Osborne received $88,750; Executive Vice President Mark W. Cresap Jr., $80,416, and officers and directors were paid $1,774,530.

ABC President Robert E. Kintner and Vice President Robert H. Hinckley received $77,500 and $50,000, respectively, for 1954. No figures for 1955 were available.

Philco President James H. Carmine (who was succeeded in April by James M. Skinner Jr. [B•T, April 16]), received $60,000; Chairman of the Board William Balderson, $75,000, and Executive Vice President John M. Otter, $50,-000, plus $27,000 incentive compensation. Messrs. Carmine and Balderson elected not to take incentive compensation during 1955. Thirty-two directors and officers received $946,-000, plus incentive compensation.

For the fiscal year ended April 30, 1955, Ampex paid its officers and directors $91,877.41, plus a $95,068 management fee paid to Ayala Assoc.

President and Board Chairman Allen B. DuMont received $50,000 from DuMont Labs. Mr. DuMont owns 38,601 common shares, 200 preferred and has an option to buy an aggregate of 35,000 common by 1965. William H. Kelley, vice president-general manager, was paid $45,-000 and Vice President Irving G. Rosenberg, $40,000. The company's directors and officers were paid $250,192.

The salary figures were taken from reports filed at the SEC, which is required of all organizations listed by the New York Stock Exchange.

Sylvania Buys N. H. Plant To Make Transistors, Diodes

PURCHASE by Sylvania Electric Products Inc., New York, of a plant in Hillsboro, N. H., to expand the company's manufacture of transistors and crystal diodes was announced last week by C. W. Hosterman, general manager of Sylvania's Electronics Div.

Mr. Hosterman reported Sylvania is "the largest producer" of crystal diodes, small devices used for signal detection and switching in television, radio and electronic computers, and is "a leading producer" of transistors, tiny devices used in portable radios and other applications because of their ability to amplify electrical signals.

"This year, there will be a major upswing in semiconductor manufacturing," Mr. Hosterman said, adding, "Last year the industry sold 3.75 million transistors for $12 million. This year the industry is producing at a 9 million rate worth about $25 million."

Germanium and silicon types of diodes and transistors will be manufactured at Sylvania's new plant with operations expected to begin June 1. A total employment of 350 to 400 is seen when the plant is in full operation.

Tv 'Station' Aboard Aircraft Announced by Philco Corp.

POSSIBILITY of transmitting tv images from the earth's stratosphere—beyond the range of military anti-aircraft guns—was reported Thursday by Philco Corp.'s Government and Industrial Div.

Development of a compact and complete, self-contained telecasting "station" carried by a single-seat aircraft was carried out for the U. S. A. air force at the aerial reconnaissance lab of Wright Air Development Center, Dayton, according to Philco. It makes obsolete, company spokesmen said, the air-to-ground tv relay systems via slow-circling planes, as used by NBC-TV's *Wide Wide World* in its Havana and Bimini pick-ups late last year.

Through development of a "unique transmitter circuitry," Philco said that USAF jet reconnaissance planes may easily revolutionize the history of tactical warfare. Its first public exposure was scheduled last week for yesterday's (Sunday's) *Wide Wide World* telecast remote from Elgin Air Force Base in Florida.

WCYB-TV Buys Equipment

WCYB-TV Bristol, Va., and the General Precision Laboratories Inc., Pleasantville, N. Y., have signed a contract for a station package to include three camera chains and a GPL 3-vidicon color film chain. Also included in the package, delivery of which is scheduled for about July 1, is a General Electric 35 kw transmitter and antenna. The price reportedly is in excess of $300,000.

McKinney to Zenith Post

APPOINTMENT of Charles McKinney, formerly with Magnecord Inc., as advertising manager of Zenith Radio Corp. was announced Thursday by Erik Isgrig, vice president and advertising director of the set manufacturer. Mr. Isgrig also indicated Zenith plans to expand advertising-promotional activities "in line with sales management objectives." Part of this expansion, it was learned, will involve television advertising. The post of advertising manager has been vacant at Zenith the past few years.

Sylvania Sets Sales Record

FIRST QUARTER sales and earnings this year broke previous company records at Sylvania Products Inc., according to Don G. Mitchell, chairman and president, who reports net income at $4.32 million, or 33% higher than the like period last year, and sales up 12% for an $83.3 million quarter total. His report also showed Sylvania's tv set volume "softening somewhat" because of "extremely intense competition," and of receiving tube sales considerably above 1955's first quarter—with volume way ahead of last year.

Hoffman Sales Rise 35%

HOFFMAN Electronics Corp., Los Angeles, showed a 35% increase in sales and 50% increase in net profit for the first quarter of 1956 compared with the same period a year ago, President H. Leslie Hoffman reported to stockholders April 27. Sales for the period ended March 31 were $12.16 million compared with $8.99 million for the first three months of 1955.

Motorola Sales Near Record

MOTOROLA Inc., Chicago set manufacturer, has reported sales of $53.2 million for the first quarter of 1956—the second highest figure in its history—while earnings dipped slightly to $2.01 million. Sales rose 3% from $51.8 million recorded for the first quarter of 1955. President Paul V. Galvin also announced that Motorola plans to launch volume production of portable television sets later this year.

Admiral Reports on Quarter

ADMIRAL Corp. last Tuesday reported sales of $48,663,959 and profits of $1,310,336 (55 cents a share) for the first quarter of 1956, reflecting a sales dip and profit rise from the same period in 1955. During the first quarter of 1955, sales hit $50,034,396 and profits reached $1,238,176 (52 cents a share), according to John B. Huarisa, executive vice president and treasurer of Admiral Corp.

WEYAND SEES GROWTH OF TV VIDEO TAPE USE

Minnesota Mining & Mfg. vice president sees 'broadly expanding market' for television sound and picture signals on a single tape during annual stockholders' meeting.

DEMONSTRATIONS of video tape recorders "signal the approaching age of magnetic recording of television sound and picture signals on a single tape" and promise "a broadly expanding market for this already substantial item," a Minnesota Mining & Mfg. executive asserted last week.

Louis F. Weyand, executive vice president in charge of sales for Minnesota Mining, told the firm's annual stockholders' meeting Tuesday that magnetic tape represents one "of the new markets which are opening for established products."

Mr. Weyand cited earlier video recorder showings by RCA and Bing Crosby Enterprises and recent demonstrations by Ampex Corp. before and during the NARTB convention in Chicago [B•T, April 16, *et seq.*], pointing out Minnesota "Scotch" brand tape was used in each instance.

Minnesota Mining reported 1956 first quarter sales of $75,706,190—a 20% jump over the $63,382,846 for the same period last year and a figure second only to Minnesota Mining's 1955 fourth quarter of $79,147,713. Earnings for January-March this year were $8,632,518 ($1.04 a share) compared with $7,452,170 ($0.91 a share) the same months in 1955. Net income before federal and Canadian income taxes amounted to $17,424,518 as against $15,296,170 for the same quarter last year. A total of 8,309,816 common shares were outstanding at quarter's end.

The prospect looms for a reduction from the present $160-$200 price range of the 109 instrumentation tapes once Ampex and other video tape recorders become standardized within the industry and competition among tape-makers asserts itself. The more popular tapes now, some manufacturers report, are the one-half and one-and-a-half inch sizes for computers and one-quarter inch for audio recording. The emergence of color video tape recorders poses another cost problem, they said.

Minnesota Mining is considered the leading manufacturer of magnetic video and audio tapes, accounting for perhaps 50% of all business in an $8 million-plus industry last year. Others are ORRadio Industries, Reeves Soundcraft and Audio Devices. ORRadio plans to construct a new $300,000 plant for exclusive manufacture of magnetic color and monochrome tv tape for computers and other electronic devices [B•T, April 30].

Minnesota Mining also reported Tuesday on expansion of facilities at Bedford Park, Ill., which, when completed, will be its largest plant outside St. Paul. Bedford Park will be the continuing center for tape-manufacturing operations and the new home of two wholly-owned subsidiaries (National Adv. Co. and Mid-States Gummed Paper Co.) and Minnesota's Chicago branch office.

Some tape manufacturers are expected to exhibit their wares during the 1956 Electronic Parts Distributors Show at Chicago's Conrad Hilton Hotel May 21-24. Audio Devices Inc. plans to hold a special meeting that week.

In the recorder field, both RCA and Bing Crosby Enterprises are continuing research and development on compatible tv units. BCE is exclusive distributor in the Southwest for Ampex Corp., in which Mr. Crosby, it has been reliably learned, owns about 100 shares of some 550,000 shares issued.

Motorola Foresees Boom

MOTOROLA Inc. plans to produce between 50 million and 75 million transistors and related products and hopes to reach a sales peak of $400 million by 1960, Paul V. Galvin, its president, said last week. He also reported that a majority of Motorola products will be produced by automation processes within the next four years. Addressing Motorola's annual stockholders meeting in Chicago Monday, Mr. Galvin said his firm will turn more and more to military projects and plans to diversify its electronic product range.

Wholesale Radio Supply House Formed by Segal, Associates

DAVID SEGAL, station owner, William Simons, Mid-America Broadcasting Co. chief engineer, and Floyd Bell, Mid-America accountant, have formed Mid-America Electronic Supply Co. to handle wholesale radio supplies for broadcasters and repair men.

Mr. Simons will head the organization, which is expected to begin pilot operations tomorrow (Tuesday) from 1303 Magnolia St., Texarkana, Tex.

With the sale approval given for KUDL Kansas City [B•T, May 7], Mid-America has moved its general offices to the Sherman Plaza, Denver, Colo.

Mr. Segal owns KOSI Aurora, Colo., KLEE Ottumwa, Iowa, WGVM Greenville, Miss., and has applications pending for new ams to operate in Albuquerque, N. M., Phoenix, Ariz., and Boulder, Colo.

RCA Consultant Goldsmith Calls for Industrial Unity

INDUSTRIAL unity and cooperation are becoming vitally necessary to security and economic progress in the U. S., declared Dr. Alfred N. Goldsmith, scientist, inventor and an RCA consultant, in an address at the annual Founder's Day meeting of the Milwaukee School of Engineering.

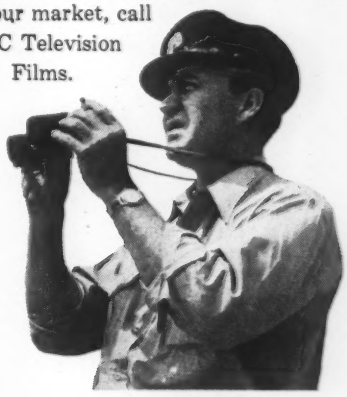
Dr. Goldsmith cited the development of compatible tv as an example of the type of cooperation he was urging. He asserted that "Out of a set of near impossible specifications and through the closest teamwork, a new communications medium evolved which today is transforming the cultural and entertainment landscape of America." Dr. Goldsmith also urged industrial and educational leaders to seriously consider RCA Board Chairman David Sarnoff's proposal last January that a national educational reserve be created to meet the short-term shortage of skilled technical personnel. The Sarnoff plan envisioned release by industry of qualified teachers from its technical ranks for a year's service in the high schools.

Tyson Elected DuMont V.P.

DONOVAN H. TYSON, controller of Allan B. DuMont Labs, has been elected a vice president of the firm, DuMont President David T. Schultz announced Thursday. Prior to joining DuMont in January, Mr. Tyson held a number of top corporation posts, among them, controller of Sylvania Electric Products Inc., treasurer of Botany Mills Inc. and vice president and treasurer of Minute Maid Corp.

high-rated adventure

Always a great favorite with the 11,750,000 weekly readers of the Saturday Evening Post – CRUNCH AND DES have really caught fire on TV. The show, starring Forrest Tucker, is already signed up in over 100 markets. For availability in your market, call NBC Television Films.



Crunch and Des

663 Fifth Avenue in New York;
Merchandise Mart in Chicago;
Taft Bldg. in Hollywood.
In Canada: RCA Victor, 225 Mutual St., Toronto.

NBC Television Films

Programs for All Stations– All Sponsors

A DIVISION OF KAGRAN CORPORATION

DUMONT HOPES TO SHOW PROFIT BY YEAR'S END

David T. Schultz, president of the firm, addressing annual stockholders' meeting, says company was in red during first quarter but plans to stage comeback.

DESPITE operation in the red for the first quarter, Allen B. DuMont Labs is determined to make a comeback in the black, perhaps by the end of this year, according to President David T. Schultz.

Mr. Schultz' declaration, made at an annual stockholders' meeting held last week at Clifton, N. J., was echoed by Paul Raibourn, a director and a member of DuMont's finance committee. Mr. Raibourn also is vice president and director of Paramount Pictures Corp.

Asked directly by a stockholder to comment on DuMont's future, Mr. Raibourn said that in "one or two years, DuMont will be back where you stockholders can be proud of it." Mr. Raibourn noted that DuMont grew very fast in the years 1949 through 1955, and thus it was "reasonable" to expect some difficulty in management during such rapid growth. Some of these troubles, he said, have beset all of the tv industry. Mr. Raibourn described the situation now, however, as very "optimistic" for DuMont to make a profit comeback.

Mr. Schultz, a former top executive of Raytheon who joined DuMont's operation last January, reviewed the past, current activity and future prospects of the company. He observed that DuMont's major reorganization last year was completed with the liquidation of the DuMont Television Network and the spin off of the broadcast station properties, WTTG (TV) Washington and WABD (TV) New York, as a separate DuMont Broadcasting Corp.

Looking toward the future, Mr. Schultz thought the DuMont operation would emphasize such facets as Electronicam (tv-film system), government business and Vitascan (color tv broadcast equipment unit), among others. He said a build-up of government contracts would be one of the avenues to increasing volume.

Asked about the Ampex Videotape recorder development, Mr. Schultz said the effect of the recorder on Electronicam could not be forecast since, in the long-term, a prediction would be predicated on the path taken by Ampex. He explained that should Ampex sell in competition with the filming of features, Electronicam may become an important adjunct. At present, however, he noted that the Ampex tape machine has been earmarked primarily for delay broadcast uses in tv.

Stockholders approved the re-election of nine board members, including Chairman of the Board Allen B. DuMont, in Europe and thus not attending the meeting. Other directors: Barney Balaban, also president and director, Paramount Pictures Corp; Armand G. Erpf, with investment banking firm; DuMont Vice President Thomas T. Goldsmith Jr.; William H. Kelley, vice president and general manager of DuMont's consumer products division; Messrs. Raibourn and Schultz; Percy M. Stewart, with an investment banking firm, and Edwin L. Weisl, with a New York law firm and also associated with Paramount Pictures as a director.

Tv That Pierces the Darkness

RCA's new low-light television camera tube, demonstrated for the first time during the dedication of RCA's new Moorestown (N. J.) engineering plant May 4 [B•T, May 7], impressed observers with its ability to pierce almost total darkness.

In the demonstration, the image of a girl in a room with the lights off—she was invisible to observers seated 15 feet away—was picked up and projected, bright and well-defined, on a television receiver in the room.

The tube, known as a wide-spaced image orthicon, was described to the Institute of Radio Engineers' convention several weeks ago [B•T, March 26]. It had not been publicly demonstrated, however, before the Moorestown dedication.

In answer to questions, officials said the tube would be much better than current tubes in covering, for instance, court proceedings and other special events indoors. It is said to be 5-10 times more sensitive than other RCA tubes developed heretofore and to be able to televise scenes and objects under light conditions as low as those of a moderately cloudy moonlit night.

The tube is being used experimentally by the military services and also will be made available commercially. It plugs into a standard tv camera.

Along with many other new developments shown at the Moorestown ceremonies, RCA authorities described, but did not demonstrate, an electronic light intensifier called the "Cat Eye," which they said is capable of seeing objects in seemingly total darkness to produce sharp and clear television pictures.

They noted that the Air Force, which demonstrated the Cat Eye some weeks ago, said it enables airmen to see in the dark with almost daylight clarity and is expected to become a valuable reconnaissance aid to the Air Force.

MANUFACTURING PEOPLE

Arthur L. Chapman, vice president, operations, in charge of Sylvania radio and television division, Buffalo N. Y., named vice president, manufacturing, Sylvania Electric Products Inc., N. Y. **Dr. Bennett S. Ellefson,** head of engineering and research, and **Marion E. Pettegrew,** director of parts, tungsten and chemical divisions, Sylvania Electric Products Inc., elected vice presidents. **William White,** president of Delaware & Hudson Co. and Delaware & Hudson Railroad Corp., Albany, N. Y., elected director of Sylvania. **Alfred T. Shore,** sales correspondent, Sylvania, Teterboro, N. J., promoted to equipment sales representative for eastern region of electronic products sales department, also Teterboro.

Harry Schecter, recently resigned as vice president in charge of sales, CBS-Columbia, radio-tv set manufacturing division of CBS Inc., to Emerson Radio & Phonograph Corp., N. Y., as vice president in charge of distribution.

Sam Fantle Jr., former owner of KELO Sioux Falls, S. D., now president of Fantle Pontiac-Cadillac there, granted franchise for area distribution of Philco products.

William A. Shaw, national service manager, Hallicrafters, Chicago, to sales manager. **Hendrix G. Blue,** advertising and sales promotion manager, promoted to manager of distribution and advertising.

Benjamin H. Ballard Jr., assistant sales manager, The National Co., Malden, Mass., manufacturer of radio-tv components, to manager of distribution.

Frank Genochio, Kaar Engineering Corp. (radio-telephones, radio equipment), Palo Alto, Calif., named sales manager, replacing **Jim Hastins,** now firm's sales representative for Hawaii, stationed in Honolulu. **John Bradley** named assistant sales manager.

Howard W. Hibshman, formerly sales vice president, Norcor Mfg. Co., Green Bay, Wis., appointed manager of marketing, tv receiver department, Hotpoint Co., Chicago.

John M. Barker, Magnavox Co., Fort Wayne, Ind., named regional manager in San Francisco.

Frank D. Langstroth, former assistant general manager, Magnavox Co., to government and industrial div., Philco Corp., as field sales manager.

Charles W. Markham, manager of specialty sales, Motorola Inc., Chicago, to CBS-Columbia, radio-tv set manufacturing division of CBS Inc., in similar position, headquartering in Chicago. **Frank B. DeMayo,** formerly associated with real estate management, investment and consumer finance organizations in executive capacities, to administrative staff of CBS-Columbia, Long Island City, N. Y.

WHTN-TV
CHANNEL 13
IT'S A SELLER'S MARKET, but we can give you the BIGGEST BUY yet!

TIME: Now, while we're still new . . . with rates set to offer low cost per impression . . . choice availabilities are still open.

PLACE: Huntington — Ashland — Charleston and Portsmouth Markets. The rich, prosperous, tri-state area of more than 1,250,000 population conservatively measured from mail responses.

SCENE: WHTN-TV with the largest transmitting antenna in the world . . . 316,000 watts of power for maximum effective coverage . . . a built-in audience of more than 200,000 sets . . . popular basic ABC network programs, outstanding local live shows and top-notch films.

ACTION: Get on our "bandwagon" and g-r-o-w with us! After only one month of maximum power, Channel 13 showed 36.8% audience increase over the first audience report.

CALL US: Huntington, West Virginia, JAckson 5-7661, or our representatives: Edward Petry & Co., Inc.

TV's New Haven CHANNEL 13 Basic ABC

Joseph Ptacin, advertising manager, Florence Stove Co., to Zenith Radio Corp., Chicago, as sales promotion manager.

William H. Eutzy and **P. Dusinberre,** both assistants to general manager of television-radio division, Westinghouse Electric Corp., Metuchen, N. J., named manager of production control and manager of commercial and defense operations manufacturing, respectively. **L. W. Tomlinson,** supervisory buyer, television-radio div., Westinghouse Sunbury, Pa., plant, to purchasing agent of division at Metuchen, N. J.

John Fellman, previously general sales manager of Deepfreeze Appliance Div., Motor Products Corp., appointed midwestern regional manager of Whirlpool-Seeger Corp., St. Joseph, Mich.

Stanley L. Rudnick, Keystone Camera Co., Boston, to National Co. (receivers, audio components), Malden and Melrose, Mass., as general sales manager of commercial division.

O'Farrell Welch, vice president, Leo J. Meyberg Co., San Francisco distributor, to Hoffman Electronic Corp., as general manager of sales division in San Francisco.

Leonard Gillon, manager of manufacturing, tv picture tube section, RCA, Marion, Ind., to plant manager, succeeding **W. T. Warrender,** transferred to Camden, N. J., as general manager of new components division.

Francis A. Pasley, manager of administration, chemical development department, General Electric Co., Schenectady, N. Y., to manager of finance, GE broadcasting stations dept., succeeding **Edwin S. West,** transferred to Cleveland, Ohio, as operating manager of GE Appliances Co.

Robert D. Wick, sales staff, RCA Tube Div., Chicago, named manager of government sales, RCA Semiconductor Div., Somerville, N. J., where transistor manufacturing plant is near completion.

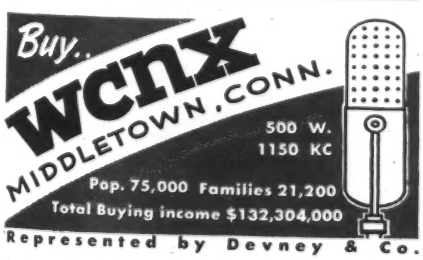
Seymour Silverman, senior industrial designer, General Electric Co., Syracuse, N. Y., and Bridgeport, Conn., to television-radio div., Westinghouse Electric Corp., Metuchen, N. J., as manager of industrial design. **L. W. Tomlinson,** supervisory buyer, Westinghouse television-radio division, Metuchen, named purchasing agent.

Earl L. Niessen, formerly assistant export manager of Deepfreeze Appliance Div., Motor Products Corp., Detroit, to sales department of Admiral International Corp., Chicago.

K. Warren Snider, regional sales manager of Motorola Inc., Chicago, promoted to radio-phonograph product manager.

Frank Adams, 59, eastern sales manager, OR-Radio Industries Inc., Opelika, Ala., died May 1 after long illness.

Jack Ryan, public relations aide, Zenith Radio Corp., Chicago, hospitalized in Evanston, Ill., following mild coronary occlusion May 4.



MANUFACTURING SHORTS

RCA, Camden, N. J., reports shipment of 12-section, superturnstile antenna to KELO-TV Sioux Falls, S. D. (ch. 11); three-section, superturnstile antenna to WESH-TV Daytona Beach, Fla. (ch. 2); six section superturnstile antenna and 6-kw transmitter to WRGP-TV Chattanooga Tenn., (ch. 3); 25-kw transmitter to KSBW-TV Salinas, Calif. (ch. 8), 10 kw transmitter to WDAM-TV Hattiesburg, Miss. (ch. 9); six-section superturnstile antenna to WISC-TV- Madison, Wis. (ch. 3), and 2 kw transmitter to WESH-TV Daytona Beach, Fla. (ch. 2). Firm also reports shipping 3-Vidicon color film camera and 10 kw transmitter to KRIS-TV Corpus Christi, Tex. (ch. 6), and 50 kw transmitter to KGUL Galveston, Tex. (ch. 11). RCA also announces two new am transmitters type BTA-1MX rated at 1 kw and type BTA-500MX rated at 500 w. Typical measurements indicate distortion averaging 1.7% at 15,000 cycles with ± 1 db audio response to 15,000 cycles.

Westinghouse Electric Corp. announces construction will begin later this year on new plant in Bloomington, Ind., where switchgear distribution apparatus will be manufactured.

Shure Bros. (microphones, acoustic devices), Chicago, moved to 222 Hartrey Ave., Evanston, Ill.

Nems-Clarke Inc. (electronic equipment), Silver Spring, Md., has acquired new building, adding 20,000 sq. ft. of production space.

Davies Labs. Inc., Riverdale, Md., announces two new tape transports featuring wide flexibility available for reels up to 10½ in. and tape widths from ¼ to 2 in. in ¼ in. increments with wide choice of tape speeds. Type 102 transport utilizes single or multiple speed hysteresis synchronous motors to drive capstan. Type 103 utilizes one or two single, dual or triple speed hysteresis synchronous motors to drive capstan up to six speeds. Units take Davis multi-channel recording heads.

Sylvania Electric Products Inc., Buffalo, N. Y., names Radio Trade Supply Co., Des Moines, Iowa, as distributor for 61 counties in Iowa.

Collaro Div., Rockbar Corp., Mamaroneck, N. Y., announces new Collaro record changer model RC-456 for four-speed operation at 78, 45, 33⅓ and 16⅔ rpm. Changer incorporates features of three-speed predecessor, including automatic intermix and idler disengagement. Price has been lowered to $34.50, attributed to expanded production facilities abroad.

Allen B. DuMont Labs' International Div. has established European headquarters in Milan, Italy, at Corso Venezia 51. James Segre, DuMont's European representative, will make his office at that address.

Raytheon Mfg. Co., Waltham, Mass., awarded U. S. Air Force contract totaling $46 million for airborne electronics equipment.

Hoffman Electronics Corp., L. A., announces early shipment of new Featherlite Model 1144, portable tv receiver. Unit has 14-inch screen, weighs 26 pounds and measures roughly 14x11-x15 in. Hoffman light shield, designed for sharper picture, is incorporated with 14-tube chassis, said to perform 23 tube functions. Suggested retail price is $129.95.

RCA Service Co., Camden, N. J., has published new 92-page, illustrated reference book, *Servicing Color Television Receivers.* Book deals with RCA Victor 21CT660U series.

Dynamics Corp. of America, N. Y., has acquired Eldico Corp., Mineola, N. Y., producer of sideband radio transmitters.

still going strong

On second, third and fourth runs, VICTORY AT SEA outrates competition, and at an unusually low cost-per-thousand. Even in a fifth run market, VICTORY AT SEA costs just $1.55 per thousand, per commercial minute. Get this sales-building, prestige-building show. Call NBC Television Films.

663 Fifth Avenue in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.

Victory at Sea

NBC Television Films

Programs for All Stations– All Sponsors

A DIVISION OF KAGRAN CORPORATION

C. O. Brandes Inc., Cleveland, Ohio, appointed export representative for Dage Television Div., Thompson Products Inc. (closed-circuit equipment), Michigan City, Ind.

Sylvania Electric Products Inc. has set up new Applied Research Lab in Waltham, Mass., for work in field of military electronics. Dr. Leonard S. Sheingold, former director of Sylvania Avionics research department, also Waltham, is head of new lab.

Sterling High Fidelity Inc., N. Y., appointed exclusive U. S. sales agency for Norddeutsche Mende Rundfunk G.M.B.H., Bremen, West Germany.

Allen B. DuMont Labs, Clifton, N. J., has established industrial tube sales department under direction of Roy A. Olerud, formerly market research engineer in company's technical product division.

General Electric Tube Dept., Schenectady, N. Y., in line with trend toward production of smaller and more portable tv sets, announces development of new line of tv receiving tubes said to reduce heat 25%. Tubes, drawing 450 milli-amperes of heater current, operating at 117 volts and using only 53 w, will account for lower priced sets, firm says.

General Precision Laboratory Inc., Pleasantville, N. Y., has arranged with Altec Service Corp., N. Y., for nationwide, franchised service for GPL industrial tv equipment. Arrangement will permit purchasers to contract for regular service and parts replacement.

Baird Assoc., Cambridge, Mass., announces transistorized mixer-amplifier for remote recording and broadcasting. Bulletin TP101 describes device as first truly portable mixer-amplifier, 90% lighter and 95% smaller than other instruments. Self-contained unit has frequency response within 3 db of 100-10,000 cycles and standard 600-ohm output impedance.

NEGOTIATIONS have been completed between Allen B. DuMont Labs and WVET-TV Rochester, N. Y., for the purchase of DuMont's Multi-Scanner for film and slide reproduction. Slated for immediate delivery, the Multi-Scanner will be installed in the Rochester station's newly-expanded studio operation. Signing the contract are (l to r) Kenneth Petersen, sales manager for DuMont's Transmitter Sales Dept.; Ervin F. Lyke, president of Veterans Broadcasting Co., which operates WVET-TV, and Frank O'Connell, sales representative for DuMont.

Entron Inc., Bladensburg, Md., appoints Rocke International Corp., N. Y., exporter and international sales representative for jobber items and tv systems.

Canadian Aviation Electronics, Montreal, marketing portable battery-powered radio, handstrap variety, which doubles as Geiger counter for amateur geologists. Set, to sell in Canada for $89.95, is expected to have world-wide market.

Allen B. DuMont Labs., International Div., names Corporacion Nacional Distribuidors, S. A., Mexico City, manufacturing and sales licensee for DuMont tv receivers and radios in Mexico.

RCA Tube Div., Harrison, N. J., opening new 20,000 sq. ft. Advanced Development Lab. at Needham, Mass. Plant will be used for advanced development of ferrites—inorganic chemical compounds used for tv, hi-fi and computer components. Manager of plant laboratory is Dr. Francis E. Vinal, formerly with Lincoln Labs, Mass. Institute of Technology, who joined RCA in December.

RCA's Theatre & Sound Products Dept., Camden, N. J., has added three accessories for RCA 16mm sound motion picture projectors. Accessories are automatic cable-rewind device, line-voltage booster and portable sound components carrying case.

Hoffman Radio Div., Hoffman Electronics Corp., L. A., has appointed three new distributors for tv, radio and hi-fi sets: B. M. Tower Co., Bridgeport, Conn.; Barre Distributing Co., Wilkes-Barre, Pa., and Progress Distributing Corp., Buffalo, N. Y.

Bell & Howell Co., Chicago, announces new 16mm motion picture camera with sundial type lens (Sunomatic). Lens is set by dialing written description of light.

S.O.S. Cinema Supply Corp., N. Y., announces new medium weight professional tripod, S.O.S. Junior Tripod, built to take many standard make cameras which previously required more expensive tripods, according to company. Entire assembly weighs 14 lbs. with high spread of 75 in. and low spread of 41 in. Junior Tripod costs $145. Senior model for heavier cameras is $295. S.O.S. also announces new low cost hydraulic camera crane with long, flexible neck, called "The Giraffe." Feature is aerial platform to support load up to 450 lbs., including cameraman, equipment and assistant, with no outriggers necessary. Crane is self-contained, powered by hydraulic motor and can be raised to 40 ft. in few seconds. Platform rotates.

Standard Electronic Corp., Newark, N. J. has published new four-page tv amplifier specifications bulletin describing high band 50 kw vhf tv amplifiers. Illustrated brochure contains explanations of how equipment operates, specifications, tube list and block diagrams of aural and visual amplifiers. Standard also has published new tv amplifier specifications bulletin showing low and high band 25 kw vhf television amplifiers.

Animation Equipment Corp., New Rochelle, N. Y., announces new line of stop-motion motors designed by John Oxberry for fast operation of animation cameras, including five-speed, two-speed and single-speed units. Five-speed motor has frame counter and dial for forward speeds of 60, 120, 180 and 240 rpm with rewind speed of 720 rpm.

General Precision Laboratory, Pleasantville, N. Y., has equipped Port Chester, N. Y., Senior High School for experimental use of closed-circuit tv in classrooms.

Andrew Corp. (antenna systems, transmission lines), Chicago, announces new nine-inch rigid coaxial transmission line for very high power application at frequencies up to 550 mc. New line is capable of handling average powers of 300 kw at 150 mc and peak power of 3 mgw. It comes in 20-ft. sections and features new quick-assembly flange using one bolt instead of many required by conventional flanges.

Amplifier Corp. of America, N. Y., producing automatic volume control amplifier which maintains constant output within ± 1 db with input changes of 30 db. Rapid automatic gain reduction prevents syllable clipping and slow automatic gain increase avoids automatic control at syllabic frequencies. Amplifier basis is two-stage push-pull circuit. For broadcast application A.V.C. amplifier gain control automatically keeps modulation at peak levels without exceeding modulation limits and eliminates element of human error, manufacturer says.

Alden Products Co., Brockton, Mass., distributing new bulletin, *Ideas, Techniques, Designs,* showing applications of electronic gear packaged with Alden plug-in components. Company's "Get Started" kits of components to mount, house and monitor electronic circuitry are shown.

Audio Devices Inc., N. Y., has added two new types of magnetic tape to Audiotape line: Super-Thin, designed to permit twice as much recording and playback time per reel as standard plastic-base tape, and Longer Recording, said to provide 50% more recording and playback time per reel.

Va. AP Broadcasters Present Awards for News Coverage

NEWSCASTING AWARDS, established to increase competence in the newsrooms of member stations, last week were presented for the sixth year by the Virginia Associated Press Broadcasters convening at the National Press Club, Washington.

A special award was given to Phil Ellis, WPTF Raleigh, N. C., for that station's newscasting during last year's hurricanes.

The Virginia awards were divided into two classifications; metropolitan for areas with two or more stations, and non-metropolitan for those with only one station. Eighteen stations submitted 63 entries. List of award winners:

Comprehensive

Metropolitan: 1. WRNL Richmond, Roger Mudd; 2. WTON Staunton, Jim Wooddell; 3. WTAR Norfolk, News Dept.; 4. WSLS Roanoke, Jim Shell.

Non-Metropolitan: 1. WEVA Emporia, Dennie Perkinson; 2. WRAD Radford, Bob Bradford; 3. WSVS Crewe, Frank Watkins; 4. WBOF Virginia Beach, Leo Hoarty and Wade Williams.

Commentary

Metropolitan: 1. WCYB Bristol, Walter Crockett; 2. WDBJ Roanoke, M. Carl Andrews.

Non-Metropolitan: 1. WBOF Virginia Beach, Leo Hoarty and Wade Williams; 2. WEVA Emporia, Al Drew; 3. WSVS Crewe, Bob Richards; 4. WRAD Radford, Bob Bradford.

Local & State

Metropolitan: 1. WRNL Richmond, Roger Mudd; 2. WCYB Bristol, Douglas Boy; 3. WTAR Norfolk, News Dept.; 4. WSLS Roanoke, Joe Moffatt.

Non-Metropolitan: 1. WBOF Virginia Beach, Leo Hoarty and Wade Williams; 2. WRAD Radford, Lee Mills; 3. WSVS Crewe, Bob Richards; 4. WLPM Suffolk, Earl Hundley.

Farm News

Metropolitan: 1. WTON Staunton, Jim Wooddell; 2. WRNL Richmond, Bob DeBardelaben; 3. WDBJ Roanoke, Sharps' Farm Report; 4. WCYB Bristol, Frank Raymond.

Non-Metropolitan: 1. WLPM Suffolk, L. E. Pettyjohn; 2. WRAD Radford, Tom Gannoway; 3. WSVS Crewe, Hiram Holmes; 4. WMEV Marion, H. B. Eller.

Women's News

Metropolitan: 1. WTAR Norfolk, Mildred Alexander; 2. WSYB Bristol, Alice Friberg; 3. WSLS Roanoke, Betty Bond.

Non-Metropolitan: 1. WFTR Front Royal, Drayton Norcom (Mrs. Ken Gordon); 2. WAYB Waynesboro, Maxine Huffman; 3. WMEV Marion, Miss Karl Bundy; 4. WEVA Emporia, Sallie Whitlock.

Sports

Metropolitan: 1. WRNL Richmond, Frank Messer; 2. WTAR Norfolk, Blair Eubanks; 3. WSLS Roanoke, Ed Thomas; 4. WTON Staunton, Jim Wooddell.

Non-Metropolitan: 1. WHLF South Boston, Roy Marsh; 2. WRAD Radford, Don Greene; 3. WSVS Crewe, Don Greene; 4. WAYB Waynesboro, Al Charles.

Outstanding Engineer Award Nominations Open, ETK Says

OPENING of nominations for 1956's "Outstanding Young Electrical Engineer" by accredited colleges, the American Institute of Electrical Engineers, the Institute of Radio Engineers and private engineering employers, has been announced by the Eta Kappa Nu

on the way

to Sesac Subscribers

The SESAC Library's all-new

CLASSIFIED AND ALPHABETICAL CATALOG

A handy, handsome reference volume embracing a complete Classified and Alphabetical Index to the entire repertory of the SESAC Transcribed Library . . . over 5000 selections of

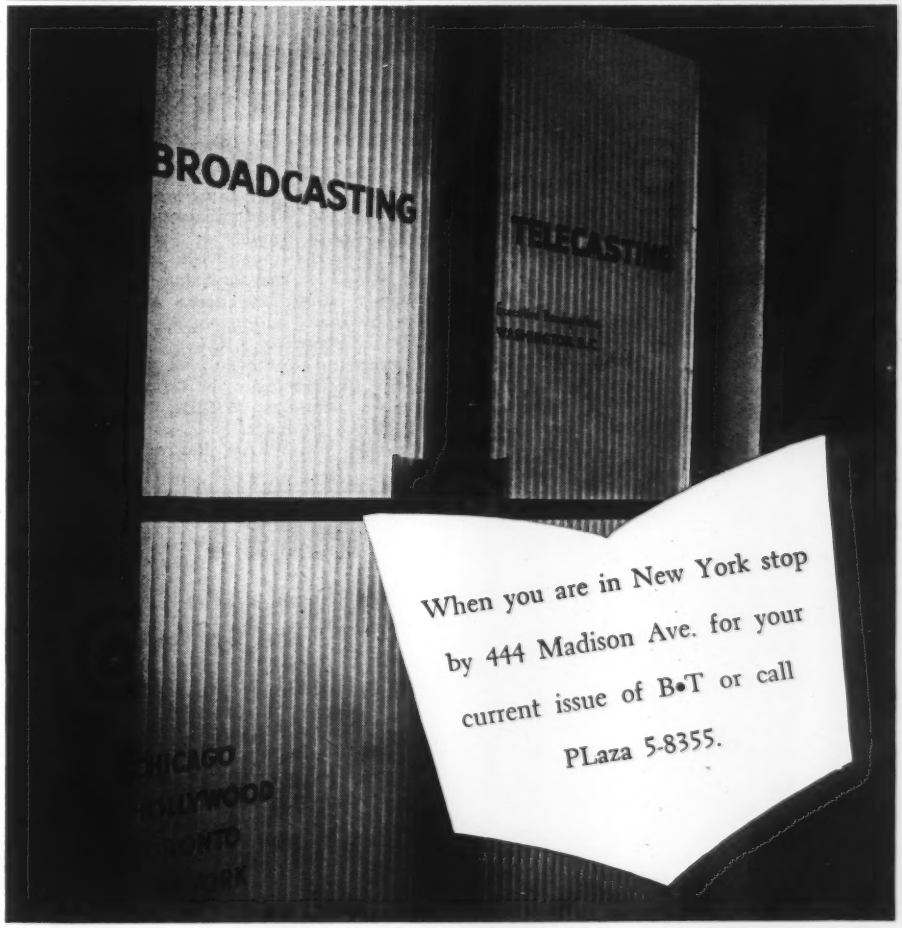
"the best music in America"

Another service of the SESAC Transcribed Library . . . America's most complete Program Service at lowest cost.

SESAC *475 FIFTH AVE. NEW YORK 17, N. Y.*

Celebrating Our 25th Anniversary

Producers of the Famous Sesac Transcribed Library



Assn., national electrical engineering honor society.

Awards will be made to any engineers (not necessarily EKN members) who are under 35 and hold B.S. degrees in electrical engineering, on "a basis of social and civil accomplishment as well as technical achievements." Deading on "a basis of social and civil accomplishmay be obtained from A. B. Zerby, executive secretary, Eta Kappa Nu Assn., P.O. Drawer 447, Dillsburg, Pa. Judging will be held in late autumn.

KVOO Wins 'Sweepsteaks' Over 64 Other Stations

KVOO Tulsa, Okla., has been named the winner of the Nutrena Mills Inc. (poultry and livestock feeds), Minneapolis, Minn., "Fifty-Grand Sweepsteaks," a contest in which 65 radio stations in a 24-state area participated to introduce a new chicken feed. The prize was prime beef.

WCCO Minneapolis, KWKH Shreveport, La., WHO Des Moines, Iowa, and KELO Sioux Falls, S. D., were given special recognition for outstanding achievement in the contest.

The contest began Oct. 18, 1955, and ended Jan. 31, 1956. During that time, 15,000 people in the KVOO area alone showed their interest in the product. The object of the campaign was outlined to the stations and then they were on their own as far as method was concerned; they had Nutrena salesmen to consult with. Judging was done on the basis of tonnage sold, spot frequency, potential of territory covered by station signal, competition, overlap, etc.

Nutrena's agency is Bruce B. Brewer & Co., Kansas City.

AAW, Hollywood Ad Club Plan Tv Awards in June

FOURTH ANNUAL television commercial awards will be presented by the Advertising Assn. of the West and the Hollywood Advertising Club at the AAW convention in Los Angeles, June 24-28.

Awards will be given for one minute or less commercials and for any length live, kinescoped or filmed. A special sweepstakes award will be presented to the commercial judged best of these winners.

Entry forms are available from the Hollywood Advertising Club, AAW headquarters, 425 Bush St., San Francisco 8, or from local advertising clubs throughout the West. Deadline for entries is June 1.

Award Winners Announced In 'Lone Ranger' Contest

WINNERS of *The Lone Ranger* 23rd anniversary $10,000 cash award contest for radio and tv station promotion managers have been announced in Hollywood by Jack Wrather, president of The Lone Ranger Inc.

Jack W. Schumacher, WICU-TV Erie, Pa., was winner of the top award of $2,500; Don Beedle, KVTV (TV) Sioux City, Iowa, took second place and a $2,000 award, and Chuck Olson, WREX-TV Rockford, Ill., third and $1,500.

Sponsors of the contest were General Mills and American Bakeries, who also sponsor the radio and tv *Lone Ranger* shows; Warner Bros. (in conjunction with the release of the feature "Lone Ranger" film production), and The Lone Ranger Inc.

Other prizes included $1,000 to Graham Jeambey, KRNT-TV Des Moines, Iowa; $500 to Bob Peel, WHEN-TV Syracuse, N. Y.; $500 to Margaret McDonald, WBAP Fort Worth, Texas; $250 to W. E. Pendleton Jr., WMAZ-TV Macon, Ga.; James B. Chenoweth, WABT (TV) Birmingham, Ala.; Dorothy Sanders, WLWD (TV) Dayton, Ohio, and George Feldman, WFIE-TV Evansville, Ind.

Ten awards of $100 each went to Dick Westman, KUTV (TV) Salt Lake City; A. Richard Robertson, KSL-TV Salt Lake City; Billie Wise, KTRK (TV) Houston; Dale Cowle, KDAL-TV Duluth, Minn.; Fred E. Walker, WTTM Trenton, N. J.; Robert G. Pott, WCBS-TV New York City; Roy C. Pederson, WDAY-TV Fargo, N. D.; Tom Hennesy, WJBF Augusta, Ga.; Bill Walker, KBTV (TV) Denver, and William C. Rucker, WHBQ-TV Memphis.

This year's top winners also were top winners in last year's Lone Ranger 22nd anniversary award contest, with Mr. Beedle placing first and Mr. Schumacher second.

WSJS-AM-TV, WMUU Win News Awards in Carolinas

TOP AWARDS for excellence in radio and television news operations were presented to WSJS-AM-TV Winston-Salem, N. C., at the annual awards banquet of the Radio & Television News Directors Assn. of the Carolinas, held May 5 at Winston-Salem.

Winner of the excellence award for news work by radio stations of 1 kw or less was WMUU Greenville, S. C.

Runner-up in the television category was WFMY-TV Greenboro, N. C., and in the 5 kw or above radio class, WBBB Burlington, N. C., and WJMX Florence, S. C. Runner-up in the 1 kw class was WBAW Barnwell, S. C.

AWARD SHORTS

Dr. Frank N. Stanton, president, CBS, to receive American Marketing Assn. 1956 Parlin Award May 15 "in recognition of distinguished achievement" in advancement of marketing.

Donald H. McGannon, president, Westinghouse Broadcasting Co., named Fordham alumnus who has distinguished himself in field of communications during past year.

Phila. Radio & Television Broadcasters Assn. given award of merit by United Fund. PRTBA President William B. Caskey, vice president and general manager of WPEN Philadelphia, received award for association.

Sylvester L. Weaver Jr., NBC board chairman, presented with Dartmouth College Club's "Distinguished Service to the Community" award.

Louis G. Cowan, CBS vice president and executive producer, awarded fraternity Zeta Beta Tau's New Orleans trophy for accomplishment in 1955.

Edgar Bergen, CBS personality, honored by leading broadcasting executives and performers on occasion of his 20th year as radio star during luncheon in New York held under auspices of Radio & Television Executives Society.

Ruth Cotting, Washington, D. C., area director, Welcome Wagon, named Advertising Woman of the Year by Washington Women's Advertising Club.

S. George Gallu, producer of CBS-TV's *Navy Log* (Tues., 8:30-9 p.m. EDT), appointed "honorary admiral in the television industry" by Navy Secretary Charles S. Thomas in special Naval citation for contribution to greater public understanding of Navy.

WMAR-TV Baltimore film department for second year took all three prizes in news film category of Baltimore Press Photographers contest. Station cameramen honored were Edmund J. Eisenmeier, first prize, and Charles Purcell second and third.

WMRN Marion, Ohio, received fourth consecutive public interest award from National Safety Council for contributions to accident prevention.

Margaret Mary Kearney, educational director, WCAU Philadelphia, won first prize in radio scripts at "Adland" exhibit of Phila. Club of Advertising Women. She submitted *Career Forum,* WCAU show in its 11th year.

WCAU-AM-FM-TV Philadelphia cited by United Community Campaign for support given drive last fall.

Frank Slaymaker, weatherman, WOOD-TV Grand Rapids, Mich., cited by local Fraternal Order of Eagles in civic service award for work in preparing area for April 3 tornado.

Edythe Fern Melrose, WXYZ Detroit, named Detroit's Advertising Woman of the Year by Women's Advertising Club of Detroit.

Edgar Bergen and Charlie McCarthy, CBS, congratulated in L. A. City Council resolution on contribution to entertainment during 20 years in radio.

Ed Sullivan, CBS-TV, winner of second annual award by Jewish Big Brother Assn. of Boston.

Ray Perkins, disc jockey, KIMN Salt Lake City, recognized by American Heart Assn. in award for service on disc jockey committee.

It's always a HIT!

BASEBALL THEME: "Take Me Out to the Ballgame"

STANDARD SOUND EFFECT No. 404

Over 1000 Sound Effects—Send for FREE Catalog

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

ROYAL COMMISSION HEARS SUGGESTIONS ON HOW TO RUN CANADIAN RADIO-TV

Labor Congress, CBC and CARTB present briefs during first week of hearings. Labor group advocates divorcing broadcast ownership from that of other media, charges 'news monoply.'

IF THE FIRST week's hearings at Ottawa are an indication, the Canadian Royal Commission on Broadcasting is going to receive a wide variety of ideas as to how radio and television should be controlled and programmed in the future. During the first week of hearings (April 30-May 5), the commission heard briefs from and questioned officials of the Canadian Broadcasting Corp., the Canadian Assn. of Radio & Television Broadcasters and the Canadian Labor Congress.

The Canadian Labor Congress advocated the breaking up of multiple ownership of independent radio and television stations and divorcing ownership from that of other media. In some cities, the labor leaders pointed out, ownership of newspaper, radio and television station was by one company and there was no competition. The labor unions charged this brought about a news monopoly.

The labor brief also charged that the CBC did not adequately enforce its regulations on independent stations and urged that CBC continue to control radio and television in Canada. It urged the CBC to market its programs abroad and use more Canadian talent on all stations, with an import tariff to be placed on foreign film and recorded programs to encourage Canadian talent use.

The labor brief suggested that CBC be financed by a rising annual parliamentary grant to start at $15 a year for each tv set and $3 a year for each radio household. This would amount to $41.3 million to start, to which would be added CBC commercial program revenue for a total of about $50 million to start. Sales of tv and radio sets in the years ahead would add about $4 million a year to the statutory grant. Capital outlays should be paid out of the national treasury, it said.

The three commissioners—R. M. Fowler, chairman, Edmond Turcotte and James Stewart, corporation lawyer, ambassador and banker, respectively—showed that they had a firm grasp on the problem by their questions and those of the commission counsel.

After the CARTB had presented its brief [B•T, April 2], Chairman Fowler predicted that an independent authority as requested by the CARTB to regulate both CBC and independent stations, would impose more control over independent stations than was at present exerted by the CBC. He told CARTB officials that they are asking for a regulatory board, such as the railways have, when the railways would like nothing better than to be rid of their regulatory body. He pointed out that such a board, after six months, would be no different than the CBC board of governors and would cost the government more money. CARTB Executive Vice Pres. Jim Allard stated that such an independent board could be paid for by the transmitter fees now charged stations, amounting to about $293,500 a year. This money now goes to the CBC.

Fred Lynds, CKCW-AM-TV Moncton, N. B., president of CARTB, answered questions of the commission regarding private radio and tv networks, which CARTB wants, by stating that the CARTB had never thought of applying for permission to set up a network. (The CBC regulations state networks cannot be operated without CBC consent in each individual case.)

CBC General Manager Al Ouimet told the commission that inadequate facilities were swelling CBC operating costs. Not knowing in advance the revenue it would have for operating in a year, CBC has been unable to do any long-term planning. Thus it has tv studios all over Toronto and Montreal, instead of having them in one or two central locations.

Color Conversion Cost

Mr. Ouimet also told the commissioners it would cost about $2 million to convert present tv studios at Montreal and Toronto to color tv use, and about the same amount to convert CBC and independent transmitters on the tv network for color. He emphasized that once CBC gets into color tv, it will have to produce its own programs from the start, rather than depend on U. S. network imports.

Every time a new independent tv station goes on the air, it costs the CBC $100,000 a year for program distribution costs, CBC Chmn. A. D. Dunton told the commission. Commission Chmn. Fowler suggested that CBC charge independently-owned stations for tv programs. Thus, if a second tv station is licensed in one of the larger market areas, it could buy a franchise for programs from the CBC at a price which would be profitable to the CBC.

Mr. Dunton told the commission this idea had never been considered. He stated that by law the CBC could force the stations to carry all CBC programs, but it had never been necessary. He felt it was not necessary under present circumstances to charge independent stations for the CBC programs. On the other hand, Mr. Dunton explained that if CBC programs were not available, there would have been fewer applications for independent tv stations, especially in the smaller areas.

Messrs. Dunton and Ouimet both stated that there was an unsatisfied demand for spot announcement advertising on Canadian tv, but not for programs. Canadian-produced tv commercial programs were partially subsidized by the CBC because costs to advertisers had to be kept competitive with newspaper and other media. A second tv station in a major market like Toronto or Vancouver would do well with spot announcements and imported programs, Mr. Ouimet explained.

The commissioners were skeptical about the plea of the CARTB that radio and tv stations

LIBEL
SLANDER
PIRACY
PRIVACY
COPYRIGHT
Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

HIGH GAIN DIRECTIONAL
vhf tv transmitting
ANTENNA

AMCI Type 1030
Channels 7 through 13

This 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 171 kw — another proven installation at Station CJLH-TV, Channel 7, Lethbridge, Alberta, Canada. The antenna is the AMCI 3-bay Type 1030-S with Type II null fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. *Write for descriptive bulletin B-456.*

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE. BOSTON, MASS

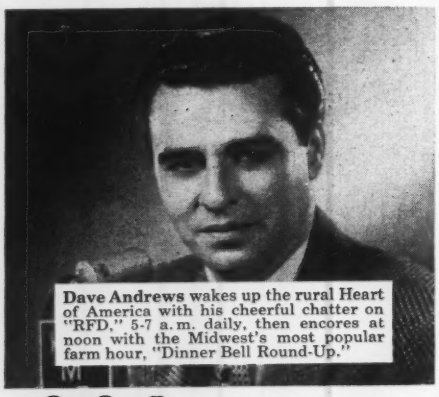
should be given the same freedom from government regulation as the press. They questioned Mr. Allard at length about news content and entertainment content of programs. Comr. Stewart said: "You are blowing up this news. I get the impression from you that the entertainment is incidental to the news. How much time is given to news? I would think it would be very small." Comr. Fowler added, "you are taking this element of information and spreading it over the whole area."

CARTB suggested cutting CBC's rising costs by reducing it to a program production agency, without ownership of stations, or having it become an operator of individual stations and no network, or having it operate network stations only for artistic productions, or having the CBC become a non-operating body with government subsidy for developing such organizations as orchestra and drama groups.

CBC's Dunton pointed out that CBC could become self-supporting if it sold more commercial time and produced less Canadian programs. Imported programs from the U. S. could be obtained at far less cost than that of producing Canadian programs on radio or tv. CBC would like to see Canadian programs on radio and tv networks increase from the present 55% to 66%, he said.

5.7 Million Tvs in Britain

AS OF APRIL 1 the total licensed television sets in Great Britian was 5,739,593. Sets are increasing at a pace of 90,327 monthly. Dealers' reports indicate the set selling pace is on the decline due to the London government's anti-inflation policy of tight restriction on set rental and installment plans.



Dave Andrews wakes up the rural Heart of America with his cheerful chatter on "RFD," 5-7 a.m. daily, then encores at noon with the Midwest's most popular farm hour, "Dinner Bell Round-Up."

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

BBC Report Shows People Prefer ITA Competition

AUDIENCES having the choice between British Broadcasting Corp. and Independent Television Authority programs prefer the commercial ITA broadcasts. This is the essence of the latest BBC Quarterly Report on Viewing Trends.

Below is the average level of evening viewing among the "adult British television public" during the first quarter of this year:

	% Audience with Choice of Program	% Audience without Choice of Program
BBC	16.5	39.6
ITA	23.9	...
Total	40.4	39.6

Overall figures for the period (January to March) indicate viewing has increased from a level of 14.9% in the corresponding period of 1955 to 17.0%. The later percentage gives 15.4% to BBC and 1.6% to ITA.

In absolute figures, the tv viewing public (average adult evening audience) increased from 5.6 million to 6.4 million. A gain of 200,000 is credited to the BBC audience. It is estimated that ITA audiences averaged over 500,000 adults between Jan. 1 and Feb. 18 and almost 700,000 during the rest of the quarter.

The potential British (adult) audience total rose from 12.1 million to 15.7 million from the first quarter of 1955 to the first quarter of this year, according to the BBC survey. The potential audience for the commercial ITA programs, according to the same source, has been estimated at about 1.9 million at the beginning of the quarter when only the Croydon ITA transmitter was in operation. The figure rose to three million at the end of the quarter, after the Lichfield ITA transmitter had been added.

BBC Testing Color Tv, Technical Director Reveals

SIR HAROLD BISHOP, director of technical services of the British Broadcasting Corp., after his return from the U. S. spoke before the Radio Industries Club, London, on color tv in America and on British color prospects.

Sir Harold said the BBC had an open mind on what system should be adopted. He believes it is the responsibility of the Tv Advisory Committee on which the BBC, the Post Office and the trade is represented to recommend the most suitable system.

He cited some "accusations" that the BBC is spending public money on pushing a compatible 405 line color tv system. He said that was a "misrepresentation" of the facts and that the BBC is exploring all aspects of color tv for the information of the TAC. In cooperation with the industry, the experiments would cover all bands and standards besides the 405-line system, Sir Harold revealed, adding that it would be "a long time" before a decision will be reached.

British Union Criticizes ITA For Use of American Films

EQUITY, British labor union, in its quarterly report again hit Independent Tv Authority for using tv films from the U. S. Complained Equity: "American film material is cheaper than presenting live or films of programs made in Britain. This is precisely what we feared would happen. The quota agreement is therefore one of the most important that we have ever made. It is essential that it be maintained."

The quota agreement referred to is between ITA and 14 British unions on the use of imported tv films in British commercial tv broadcasts. ITA chief Sir Robert Fraser and union delegates agreed on meeting every three months to discuss use of imported tv films by ITA program contractors.

Nielsen Toronto Branch Plans Canadian Service

A NIELSEN Canadian broadcast measurement service is in the making, Dean Prather, president of A. C. Nielsen Co. of Canada Ltd., Toronto, has announced.

According to advance plans set up at Toronto meetings held by Nielsen executives with representatives of leading Canadian advertisers, agencies, stations and networks, Nielsen has developed "a tentative course of action for the progressive introduction of . . . meter-based service into the Canadian broadcasting picture."

The blueprint calls for Nielsen to work out a "detailed proposal" for the first phase, which will consist of radio and tv audience measurements of the Toronto market, and an outline of Nielsen's approach to the measurement of additional markets. Eventually, it was explained, a national service will be developed for Canadian radio and tv broadcasting.

The proposed Toronto service is to be based on metered measurements, using a combination of Nielsen's Audimeters, Recordimeters and other techniques now in operation in 30 markets in the U. S.

INTERNATIONAL PEOPLE

Henry E. Karpus, with E. W. Reynolds Ltd., Toronto agency, since 1950, appointed vice president in charge of radio and television.

MR. KARPUS

Peter McDonald, chief of tv operations, Canadian Broadcasting Corp., Vancouver, moving June 1 to Toronto CBS program headquarters to handle program planning and production.

William H. Erskine, vice-president of J. Walter Thompson Co. Ltd., Montreal and Toronto, to general manager of Montreal office.

Doug A. Grout, general manager of James Alexander Ltd., Toronto station representative firm, to sales manager of radio program division of S. W. Caldwell Ltd., Toronto, Ont.

Don Naim, program director of CHEX Peterborough, Ont., and CKGB Timmins, Ont., to program director of CKWS-TV Kingston, Ont.

Jack Burghardt to chief announcer of CHCH-TV Hamilton, Ont.

Barry Penhale, CKEY and CKFH Toronto, Ont., to promotion manager of CKSO-TV, Sudbury, Ont.

George Collins to commercial announcing staff of CKCK-TV Regina, Sask.

Barry Nicholls to promotion manager of CHCT-TV Calgary, Alta.

R. J. Fry, 72, Winnipeg, member of board of governors, CBC, died in hospital at Ottawa May 2 following heart attack. He was in Ottawa to attend CBC meeting.

NBC SEEKS OPERA MATERIAL

A SIX-WEEK European tour has been planned by Samuel Chotzinoff, producer, NBC Opera Company, who was slated to leave New York by air Saturday for England, France, Holland and Italy. In Europe, Mr. Chotzinoff, whose brother, violinist Jascha Heifetz, will accompany him on the first leg of the trip, will attend opera performances and hold conferences with composers in search of possible new commissions for NBC operas.

MAYOR JOINS KWK-TV TALENT

A SERIES launched by Mayor Raymond Tucker of St. Louis on KWK-TV to acquaint citizens with city administration has evoked good response from viewers, the station reports. Titled *Meet Your Mayor*, the weekly 10-minute television program has developed a more personal interest among viewers in municipal problems, on the basis of letters, telephone calls and personal comments, as well as tv ratings, KWK-TV claims. On the program, Bob Smith, secretary to the mayor, asks questions on civic issues.

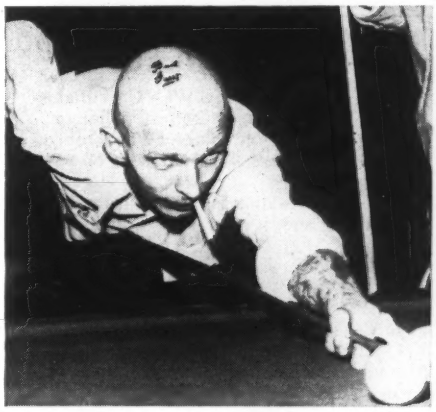
FOUR-WAY MOTOROLA TIE-IN

MOTOROLA Inc. is participating in a tie-in campaign with Simmons Co., Shwayder Bros. Inc. and Greyhound Corp. to promote its new portable radio line. Keystone of the consumer promotion campaign is an advertisement titled "Vacationland USA" and showing a Simmons Beautyrest, Samsonite luggage and a Greyhound bus. Layout shows actor Dick Powell and family in vacation scenes from his new motion picture, "You Can't Run Away From It." Under tie-in arrangement, a Motorola portable radio is shown in double-spread illustrations.

CBS LISTS CAVALCADE STOPS

CBS News' 12-man roving radio and tv reporting team—"Campaign Cavalcade"—which is covering the 1956 election story, got rolling again last fortnight, leaving New York for stops at principal campaign centers on a schedule that goes through the first week of June. The unit's reports are being presented on CBS News' regularly scheduled programs and on CBS Radio's *Campaign '56*, broadcast Tuesdays, 9:30-9:55 p.m. EDT. First stops were Albany, N. Y., followed by Oberlin (Ohio) College for a mock convention. Ohio Gov. Frank Lausche was interviewed in Columbus May 6 and on May 7 the unit was in Kentucky covering the political scene in that state. Other whistle coverage stops: Today (Monday), Cody, Wyo.; May 16-18, Oregon primary; May 20, coverage of Texas' political scene, followed by a temporary "split" of the unit, one half covering Florida's May 29 primary and the other half traveling to California for coverage of the June 5 primary for which the Florida segment will rejoin the Cavalcade.

"His Dad advertises over KRIZ Phoenix—he's loaded!"



FAN Roland Smith displays the name of his favorite radio personality, WJR Detroit's Bud Guest, on top of his shaved head. Mr. Smith, who has a Detroit tattoo shop, did the job himself, with mirrors. Mr. Guest has two daily shows on WJR.

WIBW PROMOTES RADIO WEEK

WIBW Topeka, Kan., is staging a promotion for National Radio Week that should leave few segments of the community unaware of this week's significance. In three separate contests for primary pupils, junior high and high school students, WIBW has youngsters scavenging the community for the largest quantity of wornout radio tubes, for the oldest working radio set and the oldest working car radio. Students bringing in the most or the oldest by Friday win new sets and will appear on WIBW Saturday. Meanwhile, the station is supplementing air promotion with a plan whereby each WIBW employe, whenever he makes a purchase, leaves with the merchant a business card advertising radio week and the station call letters.

'VIEWPOINT' PROVES POPULAR

SUNDAY listeners to WSOC Charlotte, N. C., are registering approval of an unusual approach to news commentary as reflected in the station's *Viewpoint* program. *Viewpoint* panelists, representing spiritual leaders from three faiths, each week take an item in the news and discuss the moral aspects of it, whether it's "Should Eisenhower Run Again," "The Arab-Israeli Border Question" or a matter of purely local interest. Heated discussion results more often than not, with the question left open at the end of 25 minutes. WSOC hopes through its public service program to stimulate thinking and to illuminate facets of the news that are often overlooked.

CBS TO COVER PREAKNESS

CBS-TV will telecast the Preakness Stakes on May 19 (5:30-6 p.m. EDT) and CBS Radio will carry the event from 5:45-6 p.m. EDT, the networks report.

NOW in Kansas
MORE SEE
NBC
ON CHANNEL 3
40% OF KANSAS POPULATION
PLUS 8 OKLAHOMA COUNTIES
TOTAL RETAIL SALES
$1,198,145,000
TOWER HEIGHT 1,070 FEET
MAXIMUM POWER 100,000 KW
COVERAGE 1,033,000
all this and
COLOR, too!
Wm. J. Moyer, General Manager
Don Sbarra, Sales Director
Channel 3
KARD-TV
WICHITA • KANSAS
Edward Petry & Co., Inc.

Survey-Conscious?
February ARB again shows WHBF-TV the Quad - City Favorite; WHBF Radio ranks first 52 out of 72 quarter hours among the 5 stations according to Pulse. Ask Avery-Knodel for figures.
CBS FOR THE
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
NOW 1/4 MILLION PEOPLE
WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

WDVA SUCCESSFUL BABYSITTER

AN UNUSUAL concept of service was rendered by WDVA Danville, Va., when the five-day American Automobile & Appliance Show came to town. The station took a large space in the middle of the warehouse where the show was held and converted it into a nursery, where it acted as babysitter for parents attending. Broadcasting from an outsize Mother Goose "shoe," WDVA lured its littlest listeners into an area that boasted a merry-go-round and all the playground trimmings, lollypop trees, balls, even a cradle and trained nurse. Not a single kid lost a parent, WDVA reports.

KFJZ-TV GETS STORK SUPPORT

CHANNEL 11 KFJZ-TV Fort Worth, Tex., has thought of a lot of ways to exploit its place on the dial. ID's and letterhead feature a pair of slant-nosed gentlemen who have become familiar to viewers as a pair of animated "ones." But it remained for General Manager Charles Jordan's daughter, Mrs. James Phillips, to make the most dramatic contribution of all. She gave birth to a son April 26 at 11:11 a.m. KFJZ-TV's grateful promotion department had copies of the birth certificate made to convince skeptics.

DISNEY THEME FOR ROSE SHOW

WITH THE HELP of Walt Disney Productions, the Portland, Ore., Rose Festival this year will interpret the theme "Disneyland in Flowers" during the June 6-10 festivities. The Disney organization is developing float and decoration designs for the parades and pageants and all music under Disney copyright has been made available for the event. Homer Welch, NBC producer, is producing the show in the City of Roses for the fifth consecutive year.

WLS COMPARES AM, TV COSTS

THE May edition of WLS Chicago's *Standby* newsletter makes a pointed comparison between radio and television for its "major coverage area." Newsletter reads in part: "We startled ourselves this week . . . and we think we'll give you something to think about seriously, too. We added up the minimum number of television stations it takes to cover the WLS Major Coverage Area and found an advertiser needs 35 of them! But that's not all. The total cost of a quarter-hour program on them, once a week for a year, is $6,313.80 per program! A minute of time costs $3,356.90 for each minute!" The letter then goes on to suggest to advertisers that they check the station's sales department or its representative (John Blair & Co.) "on the cost of comparable coverage on WLS."

$64,000 Stickup

TWO TIPS—both by WLYC Williamsport, Pa., newscasts—helped police capture a 21-year-old parolee who robbed the Williamsport National Bank of $64,000.

The radio station is located in the bank building, and it was only a matter of minutes after the robbery occurred before WLYC newsman Bob Karnon was on the air with a description of the bandit. The description led to the suspect's identification by his employer. Later a woman listener reported to the station that she had seen a youth answering the suspect's description boarding a freight train in nearby Nesbit, a suburb of Williamsport.

Rapid work by local, state, and FBI law enforcement officials resulted in capture of the youth and the return of the bank's money.

PHILCO CLOSED CIRCUIT SET

PHILCO Corp., Philadelphia, and ABC-TV, will jointly produce a special 60-minute closed circuit telecast in about 100 cities tomorrow (Tuesday) as part of an introductory campaign for Philco home laundry equipment which will be tied in with Philco's sponsorship of ABC-TV's 1956 election year-political campaign coverage.

The production, originating from New York, will star John Daly, ABC vice president in charge of news, special events, public affairs and sports and head of the network's political coverage this year; tv personality Arlene Francis and cartoonist Al Capp. It will be fed via two-way audio loops to Omaha, Atlanta, St. Louis and Denver, thence to wayside ABC affiliates. ABC said last week Philco hopes to reach 25,000 dealers with the telecast.

RAB PITCHES FOR POLITICIANS

POLITICAL candidates—or anybody else interested in influencing the public—will find radio "the low-cost vote-getter that will sell your ideas to all the voters." This is the theme of a four-page folder issued by Radio Advertising Bureau last week to its members and interested agencies. The folder points-with-pride to radio's almost total coverage; its ability to "pinpoint the voters you want"; its personalized appeal; its saturation possibilities, and, among other features, the ability of users, through radio, to "'force' voters to hear what they won't read or watch."

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

KJAN SALES SATURATES STREET

ONE HUNDRED AND ONE local Jaycees became time salesmen for a broadcast day on KJAN Atlantic, Iowa, selling 154 special packages, at $10 each and accounting for one of the station's best sales days, when extra receipts were added to regular accounts. The Jaycees, after operating the station all day on their own, took home a third of their billings to add to the organization's national convention fund.

WOOD-AM-TV AUTO SHOW SET

AUTOS dating back to 1904 are registered for the second annual WOODland Antique Automobile Tour May 19 and 20, undertaken jointly by WOOD-AM-TV Grand Rapids, Mich., and the Western Michigan Antique Car Club. Sponsoring radio and tv coverage of the two-day event are Dodge Div. of Chrysler Corp. with Spitzer Motors of Grand Rapids and Naph Sol Refining Co. for its Zephyr Gasoline. Crosley tv and radio sets go to winners in several categories, including "car having the most hard luck" along the 130-mile route.

WLOF SIGNS 100 REPORTERS

TO GET May 8 election reports to its listeners before the voting machines had cooled, WLOF Orlando, Fla., recruited a reporting team, 100 strong, from the Boone High School civics class. With enthusiastic support from their teacher, who gave class credit for the reporting duty, students wearing WLOF identification cards checked voting machines for totals just before polls closed and sped the information to the station.

WADS BACKS RADIO WEEK

WADS Ansonia, Conn., a relative newcomer to the airwaves, lost no time in staging a big National Radio Week promotion. Planned for today (Monday) was a dedication ceremony featuring local officials and tape recordings from U. S. congressmen representing the area, with proceedings broadcast on WADS at 6 p. m. The station is taking advantage of the week to hold open house for listeners, and local radio dealers are featuring special radio displays in their stores.

WRIT PRE-SELLS SPOT NEWS

EXTENSIVE news coverage on WRIT Milwaukee is paying its way. The station has sold all remote and telephone newscasts to a local automobile dealer, Walter Laev Ford. The station uses two mobile units, a panel truck and station wagon equipped with police and sheriff's radio receivers and two-way shortwave radios for spot reports. These are augmented by "beeper" phone calls to points as far away as Monte Carlo for the Kelly report, to Rome for Gina Lollobrigida and the American Embassy in Moscow.

BROKER INCREASES WDRC TIME

SHEARSON-HAMMILL CO., Hartford, Conn., brokerage firm, has been so pleased with reaction to a thrice-weekly market news program on WDRC Hartford that it has increased the schedule to five nights a week and signed a 52-week contract. The marketcast is handled by the station's news department and features direct teletyped market comments from the sponsor's New York office.

FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
May 3 Through May 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through May 9

	On Air	Licensed	Cps	Appls. Pending	In Hearing
AM	2,837	2,840	239	387	104
Fm	536	533	46	23	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through May 9

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	353	95	448[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	117	311	628[1]
Noncom. Educational	20	19	39[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	985	337	773	549	1,323[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,046	337	807	576	1,383[5]

[1] 167 cps (32 vhf, 135 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Dickinson, N. D.—Dickinson Radio Assn. granted vhf ch. 2 (54-60 mc); ERP 25.88 kw vis., 12.94 kw aur.; ant. height above average terrain 837.7 ft., above ground 621 ft. Estimated construction cost $266,224, first year operating cost $144,000, revenue $144,000. Post office address 119 Second Ave., W., Dickinson. Studio and trans. location Dickinson. Geographic coordinates 46° 43′ 30.15″ N. Lat., 102° 54′ 58.16″ W. Long. Trans. GE, ant. RCA. Legal counsel Eugene L. Burke, Washington, D. C. Applicant is licensee of **KDIX Dickinson.** Granted May 9.

Ponce, Puerto Rico—American Colonial Bestg. Corp. granted vhf ch. 9 (186-192 mc); ERP 832 w vis., 417 w aur.; ant. height above average terrain 2,520 ft., above ground 237 ft. Estimated construction cost $18,937, first year operating cost $45,000, revenue $90,000. Post office address P. O. Box 4189, San Juan, Puerto Rico. Studio and trans. location, Ponce. Geographic coordinates 18° 09′ 19″ N. Lat., 66° 33′ 22″ W. Long. Trans., Adler; ant., RCA. Legal counsel. Frank Stollenwerck, Washington. Consulting engineer, Kear & Kennedy, Washington. Applicant is owner **WKVM San Juan.** Granted May 3.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

PETITIONS

KFRE-TV Fresno, Calif.—Petitions FCC requesting amendment of Sec. 3.606 of Commission's Rules by addition of ch. 17 or ch. 17 and 39 for Bakersfield, Calif., in Table of Assignments. Filed May 4.

WFIE-TV Evansville, Ind.—Petitions FCC for rule-making to make following changes in tv allocation table: Owensboro, Ky.—delete ch. 14 and add ch. 62; Evansville, Ind.—delete ch. 62 and add ch. 14; Festus, Mo.—delete ch. 14 and add ch. 25; Shelbyville, Tenn.—delete ch. 62 and add ch. 56; Petitioner also requests that Commission issue orders to petitioner and Aircast Inc. to show cause why their existing authorizations should not be mod. to provide for operation of WFIE-TV on ch. 14 and of Aircast's station on ch. 62. Filed May 4.

WSBA-TV York, Pa.—Petitions FCC requesting amendment of Sec. 3.606 of Commission's Rules by allocating ch. 21 to York and ch. 43 to Lancaster, Pa., in issue to petitioner order to show cause why outstanding authorization of WSBA-TV should not be mod. to specify operation on ch. 21 in lieu of ch. 43. Filed May 4.

Existing Tv Stations . . .

ACTIONS BY FCC

WCOV-TV Montgomery, Ala.—FCC denied petitions by WCOV-TV to forfeit cp or designate application for hearing and for reconsideration looking toward forfeiture of cp or designation of application for hearing directed against grant on March 30 to **WSLA (TV) Selma, Ala.**, for additional time to construct station. Action May 9.

KFRE-TV Fresno, Calif.—Granted authority to operate on commercial basis for period ending Sept. 11. Granted May 7.

WHYN-TV Springfield, Mass.—Granted mod. of cp to change ch. from 55 to 40 (pursuant to further Report and Order authorizing this change); change ERP to 141 kw vis., 72.4 kw aur., and change type ant. Ant.: 995 ft. Granted May 3.

KOAT-TV Albuquerque, N. M.—Granted mod. of cp to change trans. location from 1¾ miles west of city to Sandia Crest, about 15 miles northeast of city; increase ERP from 25.1 kw vis., 12 kw aur., to 87 kw vis., 44.12 kw aur.; install new ant. system, and make other equipment changes. Granted May 3.

WFBG-TV Altoona, Pa.—Granted cp to change ERP to 316 kw vis., 158 kw aur., and make minor ant. and other equipment changes. Granted May 3.

BIG VOICE

IN NORTH CAROLINA'S
GOLDEN TRIANGLE
NBC for WINSTON-SALEM GREENSBORO HIGH POINT
5000 W • 600 KC • AM-FM
WSJS RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

Don't overlook the space reservation coupon on page 43 of this issue.

It guarantees you a prominent position in Television's One-Book Reference Library. Mail it today!

Proof Deadline June 15
Final Deadline July 1

WTPA (TV) Harrisburg, Pa.—Granted mod. of cp to change ERP to 174 kw vis., 93.3 kw aur.; change type ant., and make other minor equipment changes. Ant.: 987.5 ft. Granted May 3.

WGBI-TV Scranton, Pa.—Granted mod. of cp to make slight changes in trans. location (no change in description, other than coordinates); change ERP to 794 kw vis., 398 kw aur., and make ant. changes. Granted May 3.

KTBC-TV Austin, Tex.—Granted mod. of cp to change ERP to 234 kw vis., 117 kw aur., and make changes in DA system. Ant.: 736 ft. Granted May 3.

APPLICATIONS

KPTV (TV) Portland, Ore.—Seeks mod. of cps of **KSLM-TV Salem, Ore.**, and KPTV to permit KPTV to operate on ch. 3 at Portland. ERP: 100 kw vis., 50.12 kw aur. Ant.: 1,286 ft. Contingent on grant of relief requested in petition and application for consent to assign cp of KSLM-TV. Filed May 4.

KUAM-TV Agana, Guam—Seeks mod. of cp (which authorized new tv) to change ERP to .434 kw vis., .217 kw aur., make ant. and other equipment changes. Filed May 8.

CALL LETTERS ASSIGNED

WKYT (TV) Owensboro, Ky.—Aircast Inc., ch. 14.

KETV (TV) Omaha, Neb.—Herald Corp., ch. 7.

WSYE-TV Elmira, N. Y.—Central New York Bcstg. Corp., ch. 18.

KGW-TV Portland, Ore.—Pioneer Bcstg. Co., ch. 8. Changed from KTLV (TV).

New Am Stations . . .

ACTIONS BY FCC

Bijou, Lake Tahoe, Calif.—Robert Burdette granted 1490 kc, 250 w unl. Post office address 108 N. McCadden Pl., Los Angeles, Calif. Estimated construction cost $14,938, first year operating cost $35,580, revenue $40,000. Mr. Burdette is engineer. Granted May 3.

Leesville, La.—Leesville Bcstg. Co. granted 1570 kc, 250 w D. Post office address Box 188, Alexandria, La. Estimated construction cost $11,350, first year operating cost $24,000, revenue $30,000. Principals are equal partners **John A. Lazarone** and **Irving W. Steinman**, co-owners of **KDBS Alexandria, La.** Granted May 9.

Caribou, Me.—Northern Bcstg. Co. granted 600 kc, 1 kw D. Post office address 21 Collins St., Caribou. Estimated construction cost $18,794, first year operating cost $63,600, revenue $81,000. Sole owner **Forest S. Tibbetts** is auto dealer with tv sales and service interest. Granted May 3.

Benson, Minn.—West Central Minnesota Bcstg. Co. granted 1290 kc, 500 w D. Post office address Rt. 2, Hutchinson, Minn. Estimated construction cost $19,990, first year operating cost $40,000, revenue $50,000. Sole owner **Albert S. Tedesco** owns 85% of **KDUZ Hutchinson, Minn.**, 35% of new am in Algona, Iowa, and is applicant for am in Winona, Minn. Granted May 9.

Gresham, Ore.—Gresham Bcstg. Co. granted 1230 kc, 100 w unl. Post office address % John W. Kendall, 1200 Cascade Bldg., Portland, Ore. Estimated construction cost $16,025, first year operating cost $48,000, revenue $55,000. Principals include **Thomas B. Purcell** (45%), *Sandy* (Oregon) *Post*, weekly newspaper, owner and owner of Outlook Publishing Co.; **Herbert H. Huges** (20%), physician; **Sylvester B. Hall** (20%), farmer, and **Guy E. Mathews** (15%), real estate and insurance interests. Granted May 3.

Allentown, Pa.—FCC waived Secs. 1.373(b) and (c) of procedural rules to permit immediate consideration of application of Allentown Bcstg. Corp. for new am to operate on 1600 kc, 500 w D, in Allentown, and by separate actions (1) granted said application with engineering conditions including acceptance of any interference that may be caused by subsequent grant of application of Colonial Bcstg. Co., Elizabethtown, Pa., and (2) granted authority to July 9 to operate **WHOL Allentown** on 1600 kc, 250 w D (instead of 1230 kc, 250 w unl.) in order to continue existing service. Allentown Bcstg. Corp. operates WHOL. (On April 9 Supreme Court denied Allentown's petition for certiorari in case of Commission action in 1953, on remand from U. S. Court of Appeals, in granting competing application of Easton Publishing Co. for 1230 kc facility in Easton, Pa.) Announced May 9.

Mobridge, S. D.—Mobridge Bcstg. Corp. granted 1300 kc, 1 kw D. Post office address Mobridge. Estimated construction cost $18,950, first year operating cost $35,335, revenue $49,296. Principals include Pres. **L. L. Coleman** (55%), publisher-80% owner of *Mobridge Tribune*; Vice Pres. **W. S. Morrison** (10%), electrical appliance store owner, and Secy.-Treas. **G. H. Coleman** (5%), *Tribune* advertising manager. Granted May. 3.

Livingston Tenn.—Audio Broadcasters granted 920 kc, 1 kw D. Post office address % F. L. Crowder, Harriman, Tenn. Estimated construction cost $11,875, first year operating cost $30,000, revenue $35,000. Principals are equal partners **F. L. Crowder**, owner of **WHBT Harriman**, and **WDEH Sweetwater, Tenn.**, and **R. H. McCoin**, grocer. Granted May 3.

Franklin, Va.—S. L. Goodman granted 1570 kc, 250 w D. Post office address P. O. Drawer 2-Y, Richmond, Va. Estimated construction cost $16,700, first year operating cost $25,000, revenue $30,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), and 75% of South Carolina Labor News Inc. (Columbia). Granted May 9.

Bellevue, Wash.—Bellevue Broadcasters' application seeking cp for new am to be operated on 1330 kc, 1 kw D, returned. (Dated wrong.) Returned May 8.

APPLICATIONS

Auburn, Calif.—Placer Broadcasters, 950 kc, 500 w D. Post office address P. O. Box 941, Modesto, Calif. Estimated construction cost $27,750, first year operating cost $40,000, revenue $48,000. Principals are equal partners **Donnelly C. Reeves**, general manager and stockholder of **KMOD Modesto**; **A. Judson Sturtevant Jr.**, stockholder of KMOD, and **John E. Griffin**, attorney. Filed May 9.

Atlantic Beach, Fla.—Voice of the Sea, 1600 kc, 1 kw D. Post office address 1629 Beach Ave., Atlantic Beach. Estimated construction cost $10,000, first year operating cost $28,000, revenue $36,000. Principal is sole owner **William A. Partain III**, southeastern division manager of Alexander Hamilton Institute (home study institute). Filed May 8.

Tifton, Ga.—Charles W. Dowdy, 1430 kc, 5 kw D. Post office address 905 Alice St., Bainbridge, Ga. Estimated construction cost $32,165, first year operating cost $71,000, revenue $79,000, Mr. Dowdy holds 25% interest in **WMGR Bainbridge** and **WDVH Gainesville, Fla.** Filed May 7.

Pine City, Minn.—Pine County Bcstg. Co., 1350 kc, 1 kw D. Post office address P. O. Pine City. Estimated construction cost $17,018.43, first year operating cost $40,000, revenue $50,000. Principals include Pres. **Richard K. Power** (30%), mgr., 50% owner of **WSHB Stillwater, Minn.**; Vice Pres. **Dewey S. Campbell** (12%), employee of WSHB, and Secy-Treas. **John C. Hunter** (58%), business interests. Filed May 4.

Omaha, Neb.—Central Plains Bcstg. Co., 1420 kc, 500 w D. Post office address 2502 Garden Rd., Omaha. Estimated construction cost $35,079.76, first year operating cost $65,000, revenue $100,000. Principals include Pres. **Harold A. Soderlund** (65%), general sales manager and 1% stockholder of **KFAB Omaha**; Vice Pres. **Alfred H. Adams**, (10%), insurance interests; Secy-Treas. **David D. Berber** (20%), attorney, and **Chiles-Schutz Co.** (5%), investment banking. Filed May 4.

Gloucester, Va.—S. L. Goodman, 1420 kc, 1 kw D. Post office address P. O. Drawer 2-Y, 303 W. Main St., Richmond, Va. Estimated construction cost $18,800, first year operating cost $26,000, revenue $32,000. Mr. Goodman and his wife own Virginia Publishers Wing Inc. (Richmond), 75% of Wing Publications Inc. (Columbia, S. C.), 75% of South Carolina Magazine Corp. (Columbia), 75% of South Carolina Labor News Inc. (Columbia), and holds cp for new am at Franklin, Va. Filed May 8.

APPLICATIONS AMENDED

Lansing, Mich.—Knorr Bcstg. Corp.'s application seeking cp for new am to be operated on 730 kc, 500 w D, DA, amended to make changes in ant. system (decrease height). Amended May 8.

St. Joseph, Mich.—Lake Broadcasters' application seeking cp for new am to be operated on 1400 kc, 250 w unl., amended to change ant.-trans. location to Empire Ave., 550 ft. west of Woodward Ave., just east of St. Joseph. Amended May 4.

Wilmington, N. C.—East Coast Radio Co.'s application seeking cp for new am to be operated on 980 kc, 1 kw D, amended to change frequency to 790 kc and change power to 500 w. Amended May 4.

Orem, Utah—Valley Bcstg. Co.'s application seeking cp for new am to be operated on 1050 kc, 250 w D, amended to change frequency to 630 kc; change power to 1 kw, and increase ant. height. Amended May 8.

Existing Am Stations . . .

ACTIONS BY FCC

KGEN Madera, Calif.—Granted mod. of cp for change in ant.-trans. location and for changes in ant. Granted May 4.

KXLA Pasadena, Calif.—Application seeking mod. of cp (which authorized trans. move to 200 ft. northeast of present location) for extension of completion date returned. (Necessary to file Form 321) Action May 8.

WCNX Middletown, Conn.—Granted permission to sign-off at 6 p.m. EST, during period ending Aug. 31. Granted May 1.

WRUS Russellville, Ky.—Granted change in facilities from 800 kc, 1 kw D, to 610 kc, 500 w D; program tests not to be authorized until permittee submits sufficient field intensity measurements to prove that ant. system will meet minimum efficiency requirements. Granted May 9.

WCER Charlotte, Mich.—Application seeking assignment of cp to Eaton County Bcstg. Co. returned. (Incomplete.) Returned May 8.

WPMP Pascagoula, Miss.—Granted increase in power from 250 w to 1 kw, continuing operation on 1580 kc, D. Granted May 9.

WSEV Sevierville, Tenn.—Application seeking transfer of control of licensee corp. to James McAfee returned. (Filed in wrong name.) Returned May 8.

WDEH Sweetwater, Tenn.—Is being advised that application for assignment of license to Marto Bcstg. Co. indicates necessity of hearing. Action May 9.

WKLV Blackstone, Va.—Granted change in facilities from 1490 kc, 250 w, to 1440 kc, 5 kw D. Granted May 9.

WTKM Hartford, Wis.—Granted permission to operate from 6 a.m. to 6 p.m. on regular basis for period beginning May 1 and ending July 31. Granted May 1.

WNAH Nashville, Tenn.—Granted permission to sign-off at 7 p.m., CDT, for period beginning May 1 and ending Aug. 31. Granted May 1.

APPLICATIONS

WORZ Orlando, Fla.—Seeks cp to change from employing DA-2 to DA-N. Filed May 9.

WJCM Sebring, Fla.—Seeks cp to change frequency from 1340 kc to 1310 kc; change hours of operation from unl. to D, and change power from 250 w to 1 kw. Filed May 4.

WEBB Baltimore, Md.—Seeks mod. of cp (which authorized increase in power; make changes in DA system, and change studio and station locations) to make changes in DA system. Filed May 9.

WJBK Detroit, Mich.—Seeks authority to transmit baseball games from Briggs Stadium, Detroit, to **CFPL London, Ont.** Filed May 8.

WBSE Hillsdale, Mich.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 8.

WCRV Washington, N. J.—Seeks cp to increase power from 250 w to 500 w. Filed May 8.

WHOL Allentown, Pa.—Seeks cp to change frequency from 1230 kc to 1600 kc; change power from 250 w to 500 w; change hours of operation from unl. to D, and install DA. Filed May 8.

WOIC Columbia, S. C.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 8.

WRNL Richmond, Va.—Seeks authority to transmit programs from baseball stadium Parker Field, Richmond, to **CKAC** and **CFCF, Montreal, Canada.** Filed May 4.

KUTI Yakima, Wash.—Seeks cp to change frequency from 900 kc to 980 kc. Filed May 9.

WAJR Morgantown, W. Va.—Seeks cp to change frequency from 1230 kc to 1440 kc; increase power from 250 w to 500 w N, 5 kw D; install DA-2, and change ant.-trans. location. Filed May 9.

Florida Property

$100,000.00

This AM station is located in a staple, expanding market. All equipment is practically new. Must sell because of doctor's orders to slow down. Real opportunity. Terms can be arranged.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

WDTV Cruz Bay—St. John, Virgin Islands—Seeks mod. of cp to change trans. and studio locations from Maria Bluff, Cruz Bay—St. John to Columbus Bay, Christiansted, St. Croix Island, and change name to Virgin Islands Bcstg. System. Filed May 8.

APPLICATIONS AMENDED

WTAM Decatur, Ga.—Application seeking cp to increase power from 1 kw to 5 kw and install DA-D, amended to make changes in DA system. Amended May 4.

KBRC Mount Vernon, Wash. — Application seeking cp to increase N power from 500 w to 1 kw and make changes in DA pattern amended to make changes in DA pattern. Amended May 8.

CALL LETTERS ASSIGNED

KACE San Francisco, Calif.—Bay Radio Inc., 1550 kc, 1 kw unl. Changed from KEAR.

WKEN Dover, Del.—Chesapeake Bcstg. Corp., 1600 kc, 500 w D.

WWXL Manchester, Ky.—The Wilderness Road Bcstg. Co., 1580 kc, 250 w D.

WEND Baton Rouge, La.—Vox Inc., 1380 kc, 500 w D.

WSMD Salisbury, Md.—Elizabeth Evans & W. Courtney Evans, 1320 kc, 500 w D.

WCHI Chillicothe, Ohio—Glacus G. Merrill, 1350 kc, 500 w D.

WFIS Fountain Inn. S. C.—Fountain Inn-Simpsonville Enterprises Inc., 1600 kc, 1 kw D.

WLIV Livingston, Tenn.—Audio Broadcasters, 920 kc, 1 kw D.

KBBC Centerville, Utah—Bountiful Bcstg. Co., 1600 kc, 1 kw D.

WHBG Harrisonburg, Va.—Wilkes Bcstg. Co., 1360 kc, 5 kw D.

KIDY Pasco, Wash.—Music Broadcasters, 910 kc, 500 w D.

New Fm Stations . . .

ACTION BY FCC

Bloomsburg, Pa.—Bloom Radio granted 106.5 mc, 10 kw unl. Post office address 107 Main St., Bloomsburg. Estimated construction cost $21,400, first year operating cost $3,000. Sole owner is **Harry L. Magee**, licensee of **WHLM** Bloomsburg. Granted May 9.

APPLICATION

Carbondale, Ill.—Southern Illinois U., 91.9 mc, 22.4 kw. Post office address % Delyte W. Morris, Southern Illinois U., Carbondale. Estimated construction cost $49,747.50, first year operating cost $5,000. Station is for non-commercial educational purposes. Filed May 7.

Existing Fm Stations . . .

ACTION BY FCC

WCAR-FM Pontiac, Mich.—Granted waiver of requirements of Sects. 3.204 (a) and 3.311 (c) of Commission's Rules to use 250 w trans. and permit less than required coverage over principal city. Granted May 3.

APPLICATION

KCCT-FM Corpus Christi, Tex.—Seeks cp to make changes in licensed station: change ERP to 0.340 kw, TPO to 0.25 kw.

CALL LETTERS ASSIGNED

WKCR-FM New York, N. Y.—Trustees of Columbia U. in city of New York, 89.9 mc, 10 w.

Ownership Changes . . .

ACTIONS BY FCC

KOTN Pine Bluff, Ark.—Granted transfer of control to **B. J. Parrish** for $10 and other considerations involving cancellation of $18,000 notes and claims. Mr. Parrish, 50% owner, will own 100%. Granted May 3.

WBIA Augusta, Ga.—Granted assignment of license to Augusta Bcstg. Co. for $85,000. Principals are Pres.-Treas. **W. Ray Ringson** (70%), former 20% owner of **WRDW-AM-TV Augusta; Mrs. Ringson**, secy. (30%), housewife, and Vice Pres. **James R. Owens Jr.**, former manager WRDW-AM-TV. Granted May 9.

KIFI Idaho Falls-KWIK Pocatello, Idaho—Granted transfer of negative control to **J. Robb Brady Trust Co.**, for $47,799. Brady Trust, minority owner, will hold 91.6%. Granted May 3.

KSMN Mason City, Iowa—Granted assignment of license to **Land O' Corn Broadcasters Inc.** for $115,000 Land O' Corn is licensee of **KJFJ Webster City, Iowa** Granted May 9.

WKTL Kendallville, Ind.—Granted assignment of license to **Noble DeKalb Bcstg. Co.** for cancellation of $10,000 debt. **Charles R. Palmquist Sr.** and **Carl V. Shellene** will each own 33.3% of stock for satisfaction of indebtedness owned by **Charles R. Palmquist Jr.** (presently sole owner of station), who will hold remaining 33.3% interest. Granted May 9.

WRUM Rumford, Me.—Granted transfer of control to **Melvin L.** and **Frances M. Stone.** Agreement is for exchange of 65% of WRUM stock to Mr. Stone for Mr. Stone's stock in Rumford Pub. Co. Mr. Stone, pres., 55% stockholder of **KGHM Skowhegan, Me.**, is presenting 23% of stock to his wife, **Frances M. Stone.** Announced May 7.

WCAO-AM-FM Baltimore, Md.—Granted assignment of licenses to **Plough Bcstg. Co.** for $590,710. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.** Granted May 9.

WCOP-AM-FM Boston, Mass.—Granted assignment of licenses to **Plough Bcstg. Co.** for $457,500. Plough is owner of **WJJD Chicago, WMPS Memphis, Tenn.**, and has filed for assignment of licenses of **WCAO-AM-FM Baltimore, Md.** Granted May 3.

WMAG Forest, Miss.—Granted assignment of license to **Scott County Bcstg. Co.** WMAG General Manager **Hugh Hughes** will be brought in as 10% stockholer for "one-tenth of present investment in station WMAG." No change in control. Granted May 3.

KUDL Kansas City, Mo.—Granted assignment of license to **Heart of America Broadcasters Inc.** for $175,000. Heart of America is wholly-owned by Tele-Broadcasters Inc., owner of **WKXV Knoxville, Tenn., KWXL Concord, N. H.,** and **WARE Ware, Mass.** Granted May 3.

WNJR Newark, N. J.—Granted assignment of license to **Great Northern Tv Inc.** Corporate change only; no change in control. Announced May 7.

KLOS Albuquerque, N. M.—Granted assignment of cp to **B & M Broadcasters Inc.** Corporate change. Granted May 2.

WJOC Jamestown, N. Y.—Granted transfer of control to **Harold P. Kane** for $26,922.70. Mr. Kane is buying 25.27% of WJOC stock from **Frederick E. Davis** and will hold 50.54%. Granted May 1.

WTYN Tryon, N. C.—Granted assignment of license to **Polk County Broadcasters** for $36,000. Principals are partners **Graves Taylor** (40%), writer-advertising agent; **Henry G. Bartol Jr.** (40%), business interests not specified, and **Joseph D. Kerby** (20%), 50% owner of retail grocery. Granted May 3.

KKOM Mandan, N. D.—Granted transfer of control to **C. E. Kempel** (79.30%), **John K. Harris** (10.35%), and **Richard C. Johnson** (10.35%), for $45,351 in cash and notes. Mr. Kempel is former shareholder in **KCJB-AM-TV Minot, N. D.**, and **KXJB-AM-TV Jamestown, N. D.** Granted May 9.

KVLH Pauls Valley, Okla.—Granted assignment of license to Garvin Bcstg. Co. for $40,000. **Warren J. Fortier**, sole owner, is automobile dealer, 33% stockholder **KMRC Morgan City, La.** Granted May 9.

KEBE Jacksonville, Tex.—Granted involuntary assignment of license to **Mrs. Leita Moye Laurie**, administratrix of estate of **Billy Averitte Laurie**, deceased, former owner of station. Granted May 4.

KTSA-AM-FM San Antonio, Tex.—Granted transfer of control to **McLendon Investment Corp.** for $306,000. McLendon owns **KLIF Dallas, KELP El Paso,** both **Tex., WRIT Milwaukee, Wis.,** controls **WGLS Decatur, Ga.,** holds cp for tv at El Paso, and is applicant for new am to operate in Houston, Tex. Granted May 3.

KANN Sinton, Tex.—Granted transfer of control to **Thomas C. Fleet Jr., Princess J. Fleet,** and **Nelle Tye Harper** for $19,470.40. Principals, each presently 16.6% stockholders, are purchasing remaining 50% of stock from **Charles W. Balthrope** and will each hold 33.3%. Announced May 7.

KURA Moab, Utah—R. L. McAlister granted assignment of cp to Moab Bcstg. & Tv Corp. for $946. Assignee operates closed-circuit tv system in Moab. Granted May 9.

KWHO Salt Lake City, Utah—Granted assignment of license to **Reese C. Anderson** and **G. W. Peck** for $33,000. Mr. Anderson (70%) and Mr. Peck (30%) are both in insurance business. Granted May 9.

WCHS-AM-TV Charleston, W. Va.—Granted involuntary transfer of control to **Kanawha Banking & Trust Co.**, and **Mrs. Helen Scott Tierney**, co-executors of **Lewis C. Tierney**, deceased. Granted May 1.

WIAC Santurce, P. R.—Granted transfer of control (75%) to Pres. **Pedro E. Santiago** (35%), food firm promotion manager; Secy. **Alfonso Ortiz** (15%), manager of firm manufacturing and exporting food, and Vice Pres. **Luis S. Mejia** (25%), pres. **Kresto-Denia Inc.** (adv. agency), for $70,000. Licensee of **WORA-AM-TV Mayaguez** retains present 12.5% interest. Granted May 9.

APPLICATIONS

WAPI, WAFM-FM, WABT (TV) Birmingham, Ala.; WHBS Huntsville, Ala.—Seek transfer of control from Birmingham News Co. to Remoc Publishing Co. Corporate change. Filed May 7.

WEZB Homewood, Ala.—Seeks assignment of license to Gene Newman Radio Inc. Assignment is for change to corporate status. Filed May 8.

KPAL Palm Springs, Calif.—Seeks assignment of license to KPAL Bcstg. Corp. for $66,000. Principals are Pres. **Harry Maizlish** (35%), pres. and sole owner of **KFWB-AM-FM Hollywood, Calif.**; Secy. **Alfred Yallen** (15%), employee of **KFWB,** and **Bautzer & Grant Co.,** (50%), law firm. Filed May 8.

KITO San Bernardino, Calif.—Seeks assignment of license to Cosmopolitan Bcstg. Corp. for $150,000. Cosmopolitan is owned by Continental Telecasting Corp., licensee of **KRDK-AM-FM Los Angeles.** Cosmopolitan principals are Pres. **Richard C. Simonton,** vice pres., 38.66% stockholder of Continental, pres., 25% stockholder of **KULA-AM-TV Honolulu, Hawaii;** Vice Pres. **Frank Oxarart,** secy.-treas., 26.66% stockholder of Continental, 50% stockholder of **KDON Salinas, Calif.**; Secy.-Treas. **Arthur B. Hogan,** pres. of Continental and 50% stockholder of Albert Zugsmith Corp. which is 36.66% stockholder of Continental, and **Albert Zugsmith,** 50% stockholder of Albert Zugsmith Corp. and 25% stockholder of **KULA-AM-TV.** Filed May 7.

WDAR Savannah, Ga.—Seeks assignment of license to Coastal Bcstg. Inc. for $55,000. Principals are Pres. **Donald K. Jones** (21.43%), manager of **WSAV Inc., Savannah;** Vice Pres. **Alice W. Jones** (32.14%), housewife; Secy.-Treas. **Cecil H. Mason** (39.29%), construction interests, and **Kathryn C. Wasden** (7.14%), as trustee for **Wiley Wadsen Jr.** Filed May 7.

WJBC-AM-FM Bloomington, Ill.—Seek transfer of control to **Leslie C. Johnson** for $75,000. Mr. Johnson, vice pres.-25% stockholder of **WHBF-AM-FM-TV Rock Island, Ill.,** will receive 50% interest. Filed May 9.

WNDU South Bend, Ind.—Seeks assignment of license to Michiana Telecasting Corp. Corporate change. Filed May 9.

WIBW-AM-TV Topeka, Kan.; KCKN Kansas City, Kan.—Seek involuntary transfer of control of **Capper** Publications Inc., parent corporation, to National Bank of Topeka, successor executor of estate of **Arthur Capper,** deceased. Filed May 7.

KDUZ Hutchinson, Minn.—Seeks assignment of license to North American Bcstg. Co. Corporate change. Filed May 7.

KBMY Billings, Mont.—Seeks involuntary assignment of license to Billings Bcstg. Co. Transfer is for 25% to **Rockwood Brown Jr.,** administrator of estate of **Rockwood Brown,** deceased. Filed May 4.

KHEN Henryetta, Okla.—Seeks assignment of cp to **Henryetta** Radio Co. Assignment is for change to corporate status. Filed May 8.

KSLM-TV Salem, Ore.—Seeks assignment of cp to Storer Bcstg. Co. for $27,277.27. Storer has filed application to move KSLM-TV to Portland where Storer owns ch. 27 KPTV (TV). Storer is also licensee of **WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WAGA-AM-FM-TV Atlanta, Ga.; WSPD-AM-FM-TV Toledo, Ohio; WWVA-AM-FM Wheeling, W. Va.; WBRC-AM-FM-TV Birmingham, Ala.,** and **WJW-AM-FM-TV Cleveland.** Filed May 4.

KABR Aberdeen, S. D.—Seeks assignment of license to **Tressa M. Hunt** and **Virginia M. Hunt,**

special administratrices of estate of **Delbert T. Hunt**, deceased, former licensee of station. Filed May 8.

Hearing Cases . . .

FINAL DECISIONS

KGEO-TV Enid, Okla.—FCC granted application of Streets Electronics Inc. for mod. of cp of station KGEO-TV Enid to move trans. site to location 31 miles from Enid, increase height of ant. structure to 1,356 ft. above ground, and make ant. and other equipment changes; subject to conditions that tower shall be lighted and marked in accordance with Part 17 of Rules including "HAZ" markings and such other markings as may be recommended by Air Coordinating Committee; that existing tower of KGEO-TV shall be dismantled within 6 months after KGEO-TV commences operation at its new site under program test authorization; and that, until existing tower is dismantled, marking and lighting of existing tower shall be maintained as now required by provisions of its existing license. Announced May 4.

Allentown, Pa.—FCC waived Sects. 1.373 (b) and (c) of procedural rules to permit immediate consideration of application of Allentown Bcstg. Corp. for new am to operate on 1600 kc, 500 w D, in Allentown, and, by separate actions (1) granted said application with engineering conditions including acceptance of any interference that may be caused by subsequent grant of application of Colonial Bcstg. Co., Elizabethtown, Pa., and (2) granted authority to July 9 to operate **WHOL Allentown** on 1600 kc, 250 w D (instead of 1230 kc, 250 w unl.) in order to continue existing service. (On April 9 Supreme Court denied Allentown's petition for certiorari in case of Commission action in 1953, on remand from U. S. Court of Appeals, in granting competing application of Easton Publishing Co. for 1230 kc facility in Easton, Pa.)

INITIAL DECISION

WSDR Sterling, Ill.—Hearing Examiner Annie Neal Huntting issued initial decision looking toward denial of application of Blackhawk Bcstg. Co. to increase power of station WSDR from 100 w to 250 w, unl., on 1240 kc. Action May 4.

OTHER ACTIONS

Pine Bluff, Ark.—Hearing Examiner James D. Cunningham ordered that prehearing conference will be held May 9 on am applications of B. J. Parrish, Pine Bluff, et al. Action May 4.

Fresno, Calif.—Hearing Examiner Basil P. Cooper ordered that prehearing conference will be held May 18 re am application of B. L. Golden, Fresno. Action May 4.

KSTN Stockton, Calif.; KARM Fresno, Calif.—FCC granted petition for reconsideration filed by KARM to extent of postponing effective date of its March 7 grant to KSTN for increase in D power from 1 kw to 5 kw, continuing operation on 1420 kc, 1 kw N, DA-2, pending determination in hearing June 29. Made KARM party to proceeding. Action May 3.

WKXY Sarasota, Fla.—Hearing Examiner James D. Cunningham ordered that hearing conference will be held May 9 on am application of WKXY. Action May 4.

Polly B. Hughes, Tampa, Fla.; Holiday Isles Bcstg. Co., St. Petersburg Beach, Fla.—FCC designated for consolidated hearing application for new am station of Hughes to operate on 1600 kc, 1 kw D, and Holiday Isles to operate on 1590 kc, 1 kw, DA-D. Action May 9.

Bremen, Ga.—FCC set aside initial decision in protest proceeding on application of West Georgia Bcstg. Co. for new am station (WWCS) to operate on 1440 kc, 500 w D in Bremen and remanded to examiner for further hearing on additional issue set forth in Commission April 11 Order and for issuance of revised or supplemental initial decision. Action May 9.

Indianapolis, Ind.—FCC granted petition by Mid-West Tv Corp. for leave to amend its tv application and reopened record in Indianapolis ch. 13 comparative proceeding for limited purpose of accepting stipulation of facts set forth in amendment to reflect changes resulting from death of one of officers and directors of Mid-West; closed record. Action May 9.

Henry County Bcstg Co., Mt. Pleasant, Iowa—FCC designated for hearing application for new am to operate on 1340 kc, 100 w unl., and made **KXGI Ft. Madison, Iowa; KROS Clinton, Iowa,** and **KXEO Mexico, Mo.**, parties to proceeding. Action May 9.

Mt. Sterling Bcstg. Co., Mt. Sterling, Ky.—FCC designated for hearing application for new am to operate on 960 kc, 500 w D; made **WAVE Louisville, Ky.**, party to proceeding. Action May 9.

New Orleans, La.—FCC denied those parts of petitions to intervene and for stay or for alternative relief filed by **WPFA-TV Pensacola, Fla.**, and **KTAG-TV Lake Charles, La.**, which are directed to comparative proceeding on applications of Loyola U., The Times-Picayune Publishing Co., and James A. Noe & Co., for new tv station to operate on ch. 4 in New Orleans. Scheduled comparative proceding for oral argument on May 25. Action May 4.

Voice of Berrien County, Niles, Mich.; Lake Broadcasters, St. Joseph, Mich.—Designated for consolidated hearing applications for new am station to operate on 1400 kc, 250 w unl. Action May 3.

Veterans Bcstg. Co.; WHEC Inc., Rochester, N. Y.—Are being advised that applications for new tv stations to operate on ch. 27 on shared-time basis indicate necessity of hearing. Applicants are permittees of shared-time stations **WVET-TV** and **WHEC-TV, Rochester**, on ch. 10, which grants were protested and now in hearing. Action May 3.

Omaha, Neb.—FCC denied petitions and related pleadings of General Helpers and Drivers Union, Local 554, International Brotherhood of Teamsters, A.F.L., and Democratic State Central Committee of Nebraska to intervene in proceeding on applications of KFAB Bcstg. Co. and Herald Corp. for a new tv station to operate on ch. 7 in Omaha. Final decision in this proceeding was adopted by Commission April 25. Action May 9.

WLON Lincolnton, N. C.—Hearing Examiner Annie Neal Huntting ordered that prehearing conference will be held May 17 re am application of WLON. Action May 7.

Port Clinton, Ohio—Hearing Examiner Basil P. Cooper ordered prehearing conference on May 14 re am application of News on The Air Inc., Port Clinton. Action May 3.

KUIN Grants Pass, Ore.—FCC designated for hearing application to change facilities from 1340 kc, 250 w unl., to 1480 kc, 1 kw unl; made **KYOS Merced, Calif.**, and **KXIZ Santa Anna, Calif.**, parties to proceeding. Action May 9.

Port Arthur, Tex.—Hearing Examiner Basil P. Cooper ordered that prehearing conference will be held May 4 in ch. 4 proceeding, Port Arthur. Announced May 8.

Salt Lake City, Utah—FCC granted protest by **KVOG Ogden, Utah**, insofar as it requests reconsideration of Commission's March 7 grant of new am to Dale R. Curtis to operate on 1470 kc, 1 kw D, in Salt Lake City; postponed effective date of said grant pending determination in hearing June 29; made KVOG party to proceeding, and placed burden on Curtis. Action May 3.

KTIX Seattle, Wash.—FCC dismissed protest by Maurice W. Kinzel and 39 other homeowners who claimed they would be financially injured by erection of ant. at site authorized by Commission's March 22 grant for mod. of cp of KTIX to change ant.-trans. and studio locations to Rt. 1, 2 Manitou Beach Rd., Winslow, and 500 Wall St., Seattle, respectively. Action May 3.

Mayaguez, P. R.—Hearing Examiner Hugh B. Hutchison, on examiner's own motion, postponed without date hearing scheduled for June 1 in ch. 3 proceeding, Mayaguez, and ordered that prehearing conference will be held on May 28. Filed May 1.

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K Street N.W. • Washington 6, D. C. NA 8-3233
60 East 42nd Street • New York 17, N. Y. MU 7-4242
35 East Wacker Drive • Chicago 1, Illinois RA 6-3688

Routine Roundup . . .

May 3 Decisions

BROADCAST ACTIONS

By the Commission

WBAI (FM) New York, N. Y.—Issued SCA to render supplemental service on multiplex basis.

KITI Chehalis, Wash.—Granted mod. of license to specify dual city operation pursuant to Sect. 3.30(b) of Commission's Rules; second main studio will be established in Centralia, Wash.

Following stations were granted renewal of licenses on regular basis: **KADA Ada, Okla.; KODY North Platte, Neb.; KAKC Tulsa, Okla.; KOFO Ottawa, Kan.; KAKE Wichita, Kan.; KOGA Ogallala, Neb.; KANS Wichita, Kan.; KOLS Pryor, Okla.; KARE Atchison, Kan.; KOLT Scottsbluff, Neb.; KAYS Hays, Kan.; KOMA Oklahoma City, Okla.; KBEL Idabel, Okla.; KOWH Omaha, Neb.; KBRL McCook, Neb.; KRHD Duncan, Okla.; KBTO El Dorado, Kan.; KSAC Manhattan, Kan.; KFAB Omaha, Neb.; KSEK Pittsburg, Kan.; KFBI Wichita, Kan.; KSFO Durant, Okla.; KFGT Fremont, Neb.; KSWO Lawton, Okla.; KFH-AM-FM Wichita, Kan.; KTAT Frederick, Okla.; KFMJ Tulsa, Okla.; KTJS Hobart, Okla.; KGGF Coffeyville, Kan.; KVLH Pauls Valley, Okla.; KGWA Enid, Okla.; KWCO Chickasha, Okla.; KGYN Guymon, Okla.; KWHK Hutchinson, Kan.; KHAS Hastings, Neb.; WKY Oklahoma City, Okla.; KHBG Okmulgee, Okla.; WNAD Norman, Okla.; KIHN Hugo, Okla.; WOW Omaha, Neb.; KJAY Topeka, Kan.; KBON Omaha, Neb; KJCK Junction City, Kan.; KAMC-FM Stillwater, Okla.; KJRG Newton, Kan.; KANU Lawrence, Kan.; KJSK Columbus, Neb.; KSDB-FM Manhattan, Kan.; KLWN Lawrence, Kan.; KTJO-FM Otttawa, Kan.; KMAN Manhattan, Kan.; KWGS Tulsa, Okla.; KMDO Fort Scott, Kan.; WHHS Havertown, Pa.; KMMJ Grand Island, Neb.; WHKW Madison, Wis.; KMUS Muskogee, Okla.; WHPS High Point, N. C.; KNCK Concordia, Kan.; WNAD-FM Norman, Okla.; KNEB Scottsbluff, Neb.; WOSU-FM Columbus, Ohio; KNED McAlester, Okla.; WSOU South Orange, N. J.; KNEX McPherson, Kan.; KMTV Omaha, Neb.; KNOR Norman, Okla.; KSWO-TV Lawton, Okla.; KOAM Pittsburg, Kan.; WKY-TV Oklahoma City, Okla.; KOCY Oklahoma City, Okla.; WOW-TV Omaha, Neb.**

May 4 Applications

Accepted for Filing

Renewal of Licenses

KBUD Athens, Tex.; KALT Atlanta, Tex.; KCLE Cleburne, Tex.; WFAA Dallas, Tex.; KSKY Dallas, Tex.; KIXL Dallas, Tex.; KNAF Fredericksburg, Tex.; KFRO Longview, Tex.; KRIO McAllen, Tex.; KCMR McCamey, Tex.; KPLT Paris, Tex.; KFRD Rosenberg, Tex.; KTXL San Angelo, Tex.

May 7 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 4

WGBB Freeport, N. Y.—Granted license covering increase in power.

WTRA Latrobe, Pa.—Granted mod. of cp for change in ant. (decrease in height).

Actions of May 3

WPAC Patchogue, N. Y.—Granted authority to operate trans. by remote control from 31 W. Main St.

WCKT (TV) Miami, Fla.—Granted mod. of cp to make ant. and other minor equipment changes.

Following were granted extensions of completion dates as shown: **WTVS Detroit, Mich.**, to 11-30-56; **WFLB-TV Fayetteville, N. C.**, to 11-27-56.

Actions of May 2

KBUN Bemidji, Minn.—Granted authority to operate trans. by remote control from 511 Beltrami Ave.

WJAS-FM Pittsburgh, Pa.—Granted request to cancel SCA which expires 7-1-56.

Following were granted extensions of completion dates as shown: **WHFI (FM), WHFI (SCA), West Paterson, N. J.**, to 11-21-56.

Actions of May 1

WBAP-TV Fort Worth, Tex.—Granted license covering changes in existing tv station; ERP 100 kw vis., 60.3 kw aur.

KMBC-TV Kansas City, Mo.—Granted license for tv station (ch. 9) and to specify trans. location as 5701 E. 22nd St. (change in description only).

KLOR Portland, Ore.—Granted license for tv station (ch. 12).

KHJ-TV Los Angeles, Calif.—Granted license covering changes in facilities of existing tv station.

WMAZ-TV Warner Robins, Ga.—Granted license for tv station (ch. 13).

WISH-TV Indianapolis, Ind.—Granted license for tv station (ch. 8).

WSAZ-TV Huntington, W. Va.—Granted license covering change in ERP to 26.8 kw vis., 23.4 kw aur.

KAVE-TV Carlsbad, N. M.—Granted mod. of cp to change description of studio and trans.

(Continues on Page 122)

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
303 White Henry Stuart Bldg.
Mutual 3280 Seattle 1, Washington
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
4806 MONTGOMERY LANE
WASHINGTON 14, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney Skyline 6-6113
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

SERVICE DIRECTORY

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

COLLECTORS-ADJUSTORS
For the Industry
Collections Coast to Coast
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • **Help Wanted** 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Upper midwest daytimer metropolitan market needed station-commercial manager with record of proved sales results in his present job. Full details, picture and availability for interview required. Box 362G, B•T.

We have an outstanding opportunity for a manager at a new 5 kw station in a major midwestern market. Must have proven sales record and above average all around ability. Reply to Box 375G, B•T, giving full background, references and photo.

Excellent opportunity for manager with ability to operate and sell in rural farm market, located in the east. Please give full resume and photo. Box 376G, B•T.

Need station manager who knows local sales and is not a chair warmer. Salary, plus override on all collections. Station now breaking even—kilowatt daytimer in two station market with plenty of opportunity for increased sales. Right man should have complete knowledge of station operation including announcing, programming and sales. First class license preferable but not absolutely necessary. Mid-Atlantic state city. Personal interview necessary. Write full details to Box 425G, B•T.

Pacific northwest profitable 250 watter needs manager well versed small-market operation. Investment opportunity. Box 407G, B•T.

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 450G, B•T.

Wonderful opportunity for experienced man to manage fulltime Texas independent station. Salary and percentage of profits. Send picture and complete details to Box 512G, B•T.

Sales manager—five figure earnings and exceptional future for a "front line" sales manager (who can sell, hire and inspire) with major in New England. Write fully please. Box 516G, B•T.

Daytimer, WWGP, needs assistant manager to non-working owner. Have charge program, sales, personnel, emphasis on selling. Energetic, tactful, able to take directions, business management. No boozers, pressure artists. Opportunity become manager soon. W. E. Horner, Phone Spring 4-8641, Sanford, North Carolina.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

RADIO

Help Wanted—(Cont'd)

Salesman

Want to make money with a fast-moving, fulltime news, music and sports station in a big North Carolina city? There's a big place on our sales staff for a hard-hitting salesman. Guaranteed salary, plus commission. No limit on earnings. Good staff, excellent working conditions. Send your story to Box 381G, B•T.

Southeast metropolitan independent needs good salesman, good compensation. Prefer man under 35, may do some announcing. Terrific opportunity. Write full details to Box 415G, B•T.

Race station—top Hooper rated—southern metropolitan market. $100.00 week guarantee plus commission—expenses. Age limit 32. Only real producers with executive ability need apply. Send complete resume—photo first letter. Box 423G, B•T.

Kilowatt independent in small but extremely rich midwest market will pay 15% commission to experienced salesman. He will start on $400 per month guarantee for three months and station will match all sales during guarantee period with established accounts, up to guarantee earning level. Prefer man with small market sales experience. Program background helpful but this is a 100% sales job. Send complete resume, including monthly billing records to Box 472G, B•T.

Experienced radio-tv time salesman intermountain west. Tell all with pix first letter. Box 487G, B•T.

Are you a salesman—announcer, who wants a change at fulltime sales or a salesman restricted by poor program and rate policies or excessive competition? Like to join an on-the-ball station with local radio competition and only one daily paper, large city in western Pennsylvania. Jewel of an opportunity for somebody who can recognize a good thing when he sees it. Start on the money road. Send complete resume, including sales record and present earnings, photo. All replies strictly confidential. Box 495G, B•T.

Wanted: Experienced radio time salesman for Mutual am-fm stations duplicate operation. Only man desiring to become permanently associated with old reliable station considered. Not high pressure job, just good, clean selling job. Good town with new industrial growth activities. Box 515G, B•T.

Experienced salesman, needed in Pennsylvania metropolitan market. Our man is now at peak in small market and ready for bigger and better things. Opportunity to qualify for Sales Manager of expanding group operation. Excellent deal to right man. Send full particulars first letter to WRTA, 1421 12th Avenue, Altoona, Pa.

Outstanding opportunity for salesman who can produce. Box 23, Shreveport, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

STATIONS WANTED

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $250,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS.

BOX 521G, B•T

RADIO

Help Wanted—(Cont'd)

Announcers

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 419G, B•T.

Girl disc jockey. Age 21-30. Good voice. Must be attractive. Air and traffic work. Outstanding station. Send full length picture-snapshot and complete information to Box 448G, B•T.

Announcer-first phone combo man, very little engineering. Late shift request show. Must be good because show is sold out and we want to keep it that way. Free hand to good novelty man. Should be able to handle classics and news for same reason. Send tape, salary needs and resume to Fred Epstein, KSTT, Davenport, Iowa.

Announcer with control board experience. Knowledge of hillbilly music. Paid vacations and six holidays. Contact Manager, WCOJ, Coatesville, Pa.

Experienced announcer needed. Teen age appeal. Write WESO, Southbridge, Mass. Send pictures, tape, resume.

Allegheny Mountain Network has immediate openings for two announcers with first-class tickets. Send full information care WKBI, St. Marys, Pa.

Announcer-copywriter, advancement unlimited, in excellent market, WKLZ, Kalamazoo, Michigan.

Morning man. Experienced; to handle news, telephone-show, run board. Send tape, resume, picture and salary requirements. Independent daytimer. WLOI, Box 385, LaPorte, Indiana.

Technical

First class engineer-announcer with two years quality experience both categories. Require maintain remote control operation and good air performance. Full details, tape half hour and availability upper midwest interview. $100 or better depending. Box 363G, B•T.

Chief engineer: Five kilowatt upper midwest station will have opening soon for Chief Engineer. Present chief has been with station ten years, plans now to own station in another area. We are interested only in an experienced engineer with construction ability who desires permanent position. Wire for our proposed salary and other available benefits. The standards will be high and we realize remuneration must be in line with what we expect. Box 379G, B•T.

Wanted: Negro engineer, 1st class license. Some announcing but no experience required. Fine opportunity for advancement. Box 447G, B•T.

Solid station in fast growing southeast market needs chief engineer with some announcing ability. Generous salary to right man. Please send references first letter. Box 479G, B•T.

Chief engineer for well established thousand watt net affiliate in western Pennslyvania. Possible opportunity for tv also. Station has tv license. Send complete job history. Photo and salary requirements. Box 494G, B•T.

Transmitter engineer for new 500 watt directional daytime station. WADS, Ansonia, Connecticut. Immediate employment. Send all information, first letter. Telephone REgent 5-4606.

Wanted 1st phone engineer-salesman, send full details and pay expected in letter to L. Lansing, Radio WBRV, Boonville, N. Y.

Wanted: Radio engineer, first class license, directional experience preferred. Above average opportunity for the right man exists with stable organization. If interested in pleasant permanent working conditions and a good community in which to live, contact the Manager, Radio Station WONW, Defiance, Ohio.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

First class phone engineer, tv experienced preferred. Full details and salary expected first letter, or phone C. E., WTVY, Dothan, Alabama. Permanent. No floaters or drunks.

RADIO

Help Wanted—(Cont'd)

Programming-Production, Others

Wanted—razzle dazzle program director who knows successful metropolitan, independent radio. An excellent opportunity for an idea man with know-how for building ratings; finding and holding good talent. Send complete details. Box 321G, B•T.

Program director-announcer with creative ideas backed with experience for daytime Chicago area. Salary open depending on ability to assume responsibility and experience. Complete information first letter. Half-hour tape . . . picture. Personal interview required later. Box 438G, B•T.

Top independent station in large northeastern metropolitan area, needs on the air newsman. Good salarly. Age, experience and tape at once. To start immediately. Box 474G, B•T.

$top! $ay, are you atified? We $ure need a $harp $hootin' writer $oon. $end $amples of work, other info. Top $alary. Box 475G, B•T.

Wanted—Continuity writer, male or female. WCNT, P. O. Box 428, Centralia, Illinois.

Experienced copywriter needed immediately. Resume, references, photo, salary to Box 23, Shreveport, Louisiana.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager-salesman. Wants comparable position northwest, California or Rockies. You'll be interested in sales record and references. Box 490G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

Sales manager/manager: Successful profit making three year station operation record made possible my owner's profitable sale and his retirement. My fully endorsed and accredited sales and management record open for your consideration. Present position with top major metropolitan market station very secure; nevertheless I'm desirious of making change where in return for production results there'll be permanence, security and a mutually objective future. I'm definitely working no self-opinionated newcomer; but a stable, married, experience, sober, hard working know-how "pro"—well known in the industry as a proven executive. Negotiations held confidential Box 477G, B•T.

Do you want manager, commercial manager who can make you money? Presently in charge of sales in major New England market. Very successful proven record. Available to attractive offer. Box 485G, B•T.

Young manager, who produces results, wishes to contact employers who need help in new-old operations. Box 505G, B•T.

Attention new stations: Preferably in Dixie or southwest, manager, program director, sales, top-notch announcers, news, engineer—all of these in two men with a total of thirteen years experience. Presently in major metropolitan market. Prefer smaller market. Box 510G, B•T.

Situation wanted: Radio . . . general manager, age 31, married, no family, college graduate, 10 years experience from staff work up. Presently radio manager, want larger market, greater potential. Ambitious, keen competitor, active in community. No big shot or office warmer, hard worker. Interested in sales primarily, and maybe also television sales. Lets get together and make money. Present employer knows of this ad. Write Box 514G, B•T.

Salesmen

Radio or tv salesman. 7 years experience, can pinch-hit on mike or camera. Desire city over 40,000. Box 497G, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Young broadcasting school graduate to learn selling, management. Can announce. Resume. Bill Farlow, 8535 S. Drexel, Chicago. Ill.

Announcers

Experienced announcer, DJ, board operator, college grad. Presently working in large market. Desire popular music station. Will travel. Box 391G, B•T.

Experienced staffer, clever DJ, smooth commercial delivery. Tape. Highest references. Box 430G, B•T.

Young announcer. Broadcasting school graduate. Emphasis on DJ, sports play-by-play. Learn sales. Tape. Box 461G, B•T.

Announcer—deejay, copywriting, office work, single, veteran, prefer midwest, tapes on request. Box 464G, B•T.

Thoroughly experienced radio-tv announcer currently employed vhf. Want opportunity to compete for talent in larger market. Will consider all offers. Box 465G, B•T.

Female DJ. Familiar with all equipment. Writes copy. Excellent references. Employed. Box 467G, B•T.

DJ-copywriter, 34, seven years experience. Tape, resume, continuity specimens. Box 470G, B•T.

Announcer, newsman, deejay. Commercial experience and AFRS. College. Radio school. References. Draft exempt. 24, family. Available May 18. Negro. No dialect. Box 471G, B•T.

Presently employed (New York City) DJ. Seeks permanency in good sized market, featuring plenty of work, and opportunity to use ideas. Box 476G, B•T.

Single, veteran, very dependable and honest. Desire staff position. Can get along well with all nationalities. Vacation fill-in welcomed. Box 478G, B•T.

(Continued on next page)

RADIO-TV HELP WANTED

Since announcing National's New Radio-TV Employment Service, we have received numerous requests for Broadcasting people in ALL sections of the country. Here are just a few:

Announcer-Engineers	**$80 per week and UP**
Radio-TV Announcers (staff, sports, news)	**$100-$125 per week and UP**
Radio-TV Salesmen	**$90-$115 per week plus comm.**
Radio-TV Engineers	**$80 per week and UP**
Continuity and Copywriters	**$80 per week and UP**
Woman DJ and Sales	**$80 per week plus comm.**
News Editors	**$90 per week and UP**
Station, Commercial, Program Managers	**Salaries open**

List with National now for the job you've been looking for! Write, wire or phone M. E. Stone, Manager today for complete information. NATIONAL HAS THE JOBS.

National Radio & Television Employment Service

5th FLOOR • 1627 "K" STREET, N. W. • WASHINGTON, D. C. • TELEPHONE RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Announcers

Thoroughly experienced announcer-DJ, librarian, etc. Eight years solid radio. Desires PD opportunity with progressive station at salary not less than present three figure per week. Available reasonable notice. Box 460G, B•T.

Top commercial DJ, classicial, popular music. Mature, reliable, college degree, vet. Want to locate eastern seaboard area. 1st phone. Box 481G, B•T.

Musician - personality deejay. Conservatory trained. Presently PD. 5kw network. Seeking position requiring professional musical experience. $100.00 minimum. Box 491G, B•T.

Experienced employed announcer-DJ. Must relocate in east. Good references. Box 492G, B•T.

Announcer, 7 years radio-tv. Sales experience also. $90.00 minimum. Box 498G, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board. Tape. Box 500G, B•T.

Young announcer-DJ; short on experience but long on talent. Good sense of humor, knowledge of all music, sports and news reading. Have photo, tape. Box 502G, B•T.

Negro, deejay. Good voice, emphasis news, commercial, boardman. Box 504G, B•T.

Top character morning DJ with four years experience. Selling ability, wants position June 1st. Adlib, voices, gimmicks, college, married, veteran, references. Box 506G, B•T.

Announcer-copywriter, seven years experience radio-tv. Desires to stay in Florida. Box 507G, B•T.

Disc jockey-newsman-emcee—knows popular music and artists. Intelligent, authoritative, adlib. Eight years experience, seven years with highly rated, five kilowatt midwest station. Present salary $6,200. Desires advancement in large market. Family man. Box 520G, B•T.

Announcer—twelve years—radio-television. Employed, family, degree. Want Florida. Box 517G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer—1st phone. 4 years experience. Combo, continuity, news, some sports. $90 minimum, 5 day, 40 hour week. Day shift preferred. All areas considered. Married Guy Christian, 942, North 3rd Street, San Jose, California. CYpress 7-2612.

Versatile, experienced announcer, 1st phone, desires position on West Coast. $85 week minimum. Lee Drake, 315 West 3rd Street, Apt. 404, Long Beach 12, California.

Announcer: One year experience. DJ, news, commercials, young, 26, single, veteran, ambitious, car, will travel. Contact: Dick Grace, Normandy 1-8425, 20 Church Street, Greenwich, Connecticut.

Technical

1st class phone. 6 years experience studio operation and transmitter maintenance. Anxious locate in middle west. Box 486G, B•T.

Employed chief in 15th year wants job north Arkansas or Little Rock. Engineering to 50kw . . . directionals, combo, traffic or service accounts. Box 488G, B•T.

Programming-Production, Others

Newsman, former California resident currently employed eastern radio, seeks reportorial and staff announcing post in west. Gathers, writes, presents all phases of news. Top-quality DJ, commercial, staff work. Theatrical, narrative experience. College graduate. Resume and non-returnable tape available. Box 433G, B•T.

Hypo your news coverage and sales. Direct broadcasts from Europe . . . Bonn, Rome, London, Paris, Cairo, and other news centers of the world . . . personalized and pointed to your station and with your call letters and sponsor's ID. International news organization offers this low-cost news feature on an exclusive basis of one station in each market. Write today for information and rates. Box 451G, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Newsman, young. Presently at 5kw, wants newscasting writing job with future. Available July 1. No hamlets. 85 minimum. Tape on request. Box 469G, B•T.

Excellent newscaster available. Widley travelled, mature, experienced newsman wants to settle middle Atlantic area. 1st phone. Former AF Colonel. Box 480G, B•T.

Any or all: Producer, director, DJ, news, sports. College grad (MA), 23. N. Y. show biz background. Box 489G, B•T.

Young lady, music programming experience major N. Y. network, seeks similar position. Production, secretarial skills excellent. Resume. Wish to relocate. Box 499G, B•T.

The quick brown fox jumped over the lazy dog's back . . . Many things come over wire service but local sports and news require top coverage. Young man with sportscasting-news-publicity background considering relocation by September. Journalism graduate. All inquiries or application blanks for future openings answered. Box 511G, B•T.

Program director, creative writer, married, sober—A.B. Degree. Prefer South. Box 518G, B•T.

Colored female. Broadcasting school graduate. College trained. Ideal for women's director, personality show, continuity. Z. S. Palmer, 7948 S. Wabash, Chicago 19, Illinois.

Traffic, women's editor, continuity and DJ shows. Recent graduate of broadcasting school. Prefer midwest. Toni Taylor. 4829 N. Natches, Chicago, Ill.

(Continued on next page)

TELEVISION PRODUCTION EXPERIENCED

CHICAGO TV PRODUCTION CLASS AT WORK

People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

If you would like to receive our national publication, TELEVIEWS, let us know and we will be happy to send it to you at no cost or obligation.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Help Wanted

Technical

Television and radio technical personnel. Midwest metropolitan city. Good salary and other benefits. State education, experience, draft status, and enclose snapshot. Box 409G, B•T.

Southwestern vhf station urgently needs transmitter engineer capable of maintenance and operation of G.E. TT32B. Contact KDWI-TV, P. O. Box 5147, Tucson, Arizona.

Wanted: Four first class radio telephone license engineers. Two for transmitter and two for studio transmitter TT-5A, RCA with 25 kw standard amplifier. Studio is RCA. Salary to match ability. Contact Bill Buford, Chief Engineer, KMID-TV, Midland, Texas. Phone Mutual 2-7321.

Established vhf station needs experienced transmitter man for DuMont equipment. KKTV, Colorado Springs, Colorado. Willis Shanks.

Wanted, 1st class engineer for top tv station. Also one combo man for radio. Call Jim Robertson, Chief Engineer, WLEX-AM-TV, Lexington, Kentucky. 4-8747.

Programming-Production, Others

Aggressive midwest newspaper owner television station wants active list job applications for rapidly opening positions. Announcers, on-camera specialist; directors, floor men. Photograph and where applicable voice tape required. Box 440G, B•T.

Director wanted by number one station in top market. Good pay for right man. Excellent working conditions in ideal community. Box 482G, B•T.

Need man with first class license, engineer. Experienced not necessary. Please no long distance calls. Box 483G, B•T.

Television maintenance engineer, experienced DuMont equipment. Major southwestern station. Apply Box 484G, B•T.

Experienced continuity writer for large eastern network affiliate. Foward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

WJBF has opening for experienced television photographer. Must have experience in processing 16mm, slides, 8 x 10's and general dark room procedure. Must be familiar with Bolex, Bell-Howell, Pathe and 35mm cameras. Strong emphasis on orgamizational ability. Good references. Can offer top salary, excellent working conditions, paid vacation and hospitalization. Contact Ben Greer, Program Director, WJBF-TV Augusta, Georgia.

Situations Wanted

Managerial

Manager-sales manager. Experience large and small markets. Strong local, national network sales. Excellent background all phases station operation. Responsible, family man, strong community interests. Box 310G, B•T.

Technical

Chief engineer of medium market tv. 13 years experience all phases. Married, sober, conscientious. Box 411G, B•T.

Programming-Production, Others

Woman's director/public service director. Have fresh ideas, a realistic approach. More than a decade of experience in producing and personally presenting television shows. Enlightenment plus entertainment is success formula in interesting all the family. Have built station's popularity with public service tie-ins and cooperation with accounts. Superior references. Network and television stations. Solid record of commercial sponsorship. Box 432G, B•T.

Need a man with 2 hours a day directing plus routine switching experience? Originality. Can announce. 3 years total experience. Box 462G, B•T.

Program director. Five years tv. Wishes to relocate. Box 463G, B•T.

TELEVISION

Situations Wanted

Programming-Production, Others

News editor—radio-tv, experienced, employed. Seek advancement, permanency. Edit, report, write, announce. Degree, married, veteran. Box 493G, B•T.

Photographer desires position. Photo school training, 6 years commercial and television experience, extensive administrative background, top references and available immediately. Box 503G, B•T.

FOR SALE

Stations

Two single station market offerings, Kentucky-Tennessee, one established business, priced $70,-000; other, recent installation, priced $27,500. Each available on terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Small metropolitan market, Piedmont section of South, minimum competition. Priced within 1¼ gross at $135,000. Terms to responsible parties. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Southwestern station on ten year lease currently netting $20,000 to $25,000. Could do much more immediately. Requires six months advance at $1,800 per month. See John Hanly.

Two southeastern 1kw daytimers; grossing about $45,000. Asking $45,000, with $20,000 down. See John Hanly.

Eastern fulltime affiliate grossing $135,000, asking $150,000. One-third down. See John Hanly.

Some new fine listings on eastern stations are now available for qualified buyers. John Hanly, 1737 De Sales St., N. W.. Washington, D. C.

Equipment

Three Ampex 400 tape recorders with portable cases—excellent condition, presently in operation. Accepting bids on one or all. Box 473G, B•T.

One—type 86-A-1 (M 1-11216-B,-C) RCA limiting amplifier—used—in good condition. F. T. Wilson, Manager, Radio Station KGNB, New Braunfels, Texas.

Presto Model Y disc recorder, good condition, complete $250. KREW, Sunnyside, Washington.

2 RCA 77-D microphones—6 years old. Need ribbons replaced. 1—RL-10 Raytheon limiter amplifier—6 years old—perfect condition—all new tubes—make offer. WINA, Charlottesville, Virginia.

Gates BC-500-D 500 watt am transmitter. Excellent condition. Available immediately. Contact WMIC, Monroe, Michigan.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies, Crystal regrinding etc. Reasonable prices, fastest service—Also station am monitor service. Over 20 years in the business. Eidson Electronic Co., Temple, Texas.

Miscellaneous

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 444G, B•T.

WANTED TO BUY

Stations

Interested acquiring all of control of small station in Virginia or Carolina. Write fully, in confidence, to R. P., Jr., P. O. Drawer #3-A, Richmond, Va.

Stations wanted. Private sales. Ralph Erwin, Broker of Theatres, Radio and Television properties, 1443 South Trenton, Tulsa.

WANTED TO BUY

Equipment

Used fm modulation and frequency monitor. State condition, make and price. Box 468G, B•T.

Wanted: Immediately—good used film processing equipment, such as: Houston-Fearless 11-B or 22-B, Bridgamatic, or filmomatic. Must be in first class condition and must be demonstrated in operation. State model, auxiliary equipment (if any), price and location. Box 513G, B•T.

Wanted: Used fm antenna or donuts and co-ax. Advise lowest price. KCFM, 2609 Olive Street, St. Louis, Missouri.

200 foot tower, am frequency and modulation monitors limiter, remote amplifier, tape recorder. State condition and price. WGBA, Columbus, Georgia.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 2-E, 821 19th Street, N.W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Offering movies for television portraying north African life and political events. Write Box 406G, B•T.

TELEVISION

Help Wanted

Programming-Production, Others

TELEVISION STATION PROMOTION MANAGER

Needed at once: Top-Flight, indefatigable Sales, Promotion-Publicity Director for network-owned midwestern television station. The man we want has boundless energy and creativity, and a broad background in promotion, publicity, merchandising and audience research. The job offers a good salary plus a running start in a big, promotion-minded organization. Send complete information on yourself to

Box 519G, B•T

Situations Wanted

Programming-Production, Others

Man At the Crossroad

What direction shall he take? Seasoned broadcaster; more than 10 years radio, 4 years TV; covering programming, promotion, film-buying, public relations, air work and creative writing. Would like to sell, create programs, or serve a stable radio or TV organization in any capacity they consider most useful to them. Mature judgment; administrative experience; responsible family man.

Box 417G, B•T

TELEVISION

Situations Wanted—(Cont'd)

Programming-Production, Others

NETWORK NEWSCASTER AVAILABLE

High calibre newsman currently with top radio-television station in one of the top ten markets wants to relocate with progressive radio-TV, or straight television station. Former network foreign correspondent in Middle East. Also served as Assistant News Director for network. Thoroughly familiar with all phases of news work. Family man, stable, with finest industry references. College degree. All replies will be kept in strict confidence.

Reply
Box 501G, B•T

WANTED TO BUY

Stations

STATION FOR SALE

Private sale. Rocky Mountain daytimer. Progressive Eastern slope city 10,000.

RALPH ERWIN
1443 S. Trenton Tulsa

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
2109 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

" "

QUOTE AND UNQUOTE

". . . as thorough and as easy to work with as though you were on our own payroll as our personnel director . . ."
Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people

(Continues from Page 116)

location to 2907 W. Church St. (not a move), change ERP to 11.7 kw vis., 5.89 kw aur.

Following were granted extensions of completion dates as shown: **WINT (TV) Waterloo, Ind.**, to 11-15-56; **WITN (TV) Washington, N. C.**, to 11-26-56; **WHYN-TV Springfield, Mass.**, to 11-3-56; **WPHD Philadelphia, Pa.**, to 7-16-56.

Actions of April 30

Following were granted extensions of completion dates as shown: **KMIN Grants, N. M.**, to 8-28-56; **WARK Hagerstown, Md.**, to 7-1-56; **WINX Rockville, Md.**, to 9-1-56.

May 7 Applications

Accepted for Filing

License to Cover Cp

WAJC (FM) Indianapolis, Ind.—Seeks license to cover cp which authorized change from noncommercial educational fm band to commercial.

License to Cover Cp Returned

WADS Ansonia, Conn.—Application seeking license to cover cp which authorized new am returned. (Incomplete).

Renewal of Licenses

KHUZ Borger, Tex.; KNEL Brady, Tex.; KVLB Cleveland, Tex.; KCRW (FM) Santa Monica, Calif.; KSTE (FM) Emporia, Kan.

Renewal of Licenses Returned

KMIL Cameron, Tex. (Not filed in applicant name); **KWBU Corpus Christi, Tex.** (Not signed by officer).

SCA

KCFM (FM) St. Louis, Mo.

Modification of SCA

WPIC-FM Sharon, Pa.

May 8 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to and including May 10 to file responses to April 23 petitions for enlargement of issues by Lawrence A. Reilly and James L. Spates, Gorton, Conn., and The Thames Bcstg. Corp., Bridgehampton, N. Y., applicants in am proceeding. Action May 4.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted petition for extension of time to file proposed findings and conclusions from April 27 to May 4 and for reply briefs from May 7 to May 14, re application for transfer of control of **WLBR-TV Lebanon, Pa.** Action May 3.

By Hearing Examiner Basil P. Cooper

Regional Bcstg. Co. East Hartford, Conn.—Ordered that record is closed at conclusion of hearing on May 1, re am applications of Manchester Bcstg., Co., Manchester, Conn., Regional Bcstg. Co., East Hartford, Conn. and Brothers Bcstg. Corp., Hartford, Conn.; that date for filing proposed findings of fact and conclusion is continued from April 30 to May 21 and from May 16 to June 13 for filing reply findings and granted motion of Regional to correct record. Action May 3.

Straits Bcstg. Co., Cheboygan, Mich.—Ordered, retroactive to May 1, that Straits' petition for leave to amend his tv application (ch. 4) to reflect type of equipment it proposes to employ in constructing microwave circuit to bring programs from Cadillac, Mich. to Cheboygan, etc., is granted. Action May 3.

By Hearing Examiner H. Gifford Irion

Yuma, Ariz.—Ordered that conference will be held May 11 re tv application of Wrather-Alvarez Bcstg. Inc., Yuma. Action May 4.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

May 8 Applications

ACCEPTED FOR FILING

License to Cover Cp

WATM Atmore, Ala.—Seeks license to cover cp which authorized change in frequency and increase in power.

WJHB Talladega, Ala.—Seeks license to cover cp which authorized new am.

WBGC Chipley, Fla.—Seeks license to cover cp which authorized new am.

WMYR Ft. Myers, Fla.—Seeks license to cover cp which authorized increase in D power.

WNER Live Oak, Fla.—Seeks license to cover cp which authorized change in frequency and changes in ant. system.

WGOV Valdosta, Ga.—Seeks license to cover cp which authorized changing from DA-2 to DA-N.

WARU Peru, Ind.—Seeks license to cover cp which authorized increase in power.

WTKO Ithaca, N. Y.—Seeks license to cover cp which authorized new am.

KRRV Sherman, Tex.—Seeks license to cover cp which authorized erection of two new towers and to make changes in DA system.

WINA Charlottesville, Va.—Seeks license to cover cp which authorized change in frequency.

WHSR-FM Winchester, Va.—Seeks license to cover cp which authorized new noncommercial educational fm.

WCOV-TV Montgomery, Ala.—Seeks license to cover cp which authorized new tv and to specify studio and trans. location as Adrian Lane, Montgomery (not a move).

KRNT-TV Des Moines, Iowa—Seeks license to cover cp which authorized new tv.

WORG-FM Orangeburg, S. C.—Seeks license to cover cp which replaced expired cp which authorized changes in licensed station.

KCTS-TV Seattle, Wash. — Seeks license to cover cp which authorized new noncommercial educational tv.

License to Cover Cp Returned

KVMC Colorado City, Tex.—Application seeking license to cover cp which authorized increase in power returned. (Signed by chief engineer.)

WMEG Toccoa, Ga.—Application seeking license to cover cp which authorized new am returned. (Complete name not given.)

License to Cover Cp Resubmitted

KANO Anoka, Minn.—Resubmits application seeking license to cover cp which authorized new am.

WYCL York, S. C.—Resubmits application seeking license to cover cp which authorized new am.

Modification of Cp

WFMS (FM) Indianapolis, Ind.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

WMUB (FM) Oxford, Ohio—Seeks mod. of cp (which authorized changes in licensed noncommercial educational fm) for extension of completion date.

WMBR-TV Jacksonville, Fla.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 1.

WFAM-TV Lafayette, Ind.—Seeks mod. of cp (which authorized new tv) for extension of completion date to July 24.

WEHT (TV) Henderson, Ky.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 15.

WJIM-TV Lansing, Mich.—Seeks mod. of cp (which authorized changes in facilities of existing tv) to make slight ant. changes.

KHPL-TV Hayes Center, Neb.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Nov. 21.

WBRE-TV Wilkes-Barre, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Sept. 1956.

KRLD-TV Dallas, Tex.—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date to Dec. 2.

WJJL Niagara Falls, N. Y.—Seeks mod. of cp (which authorized change in ant.-trans. location) for extension of completion date.

WKAR-FM East Lansing, Mich.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KMOT (TV) Bismarck, N. D.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 5.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date.

WHP-TV Harrisburg, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 6.

Renewal of Licenses

KCAR Clarksville, Tex.; KEXX San Antonio, Tex.; KOKH (FM) Oklahoma City, Okla.; WFAA-TV Dallas, Tex.; KVHO O'Neill, Neb.; KBRZ Freeport, Tex.; KGBC Galveston, Tex.; KPAC Port Arthur, Tex.; KTEM Temple, Tex.; KTRN Wichita Falls, Tex.; KMUW (FM) Wichita, Kan.;

KTBC-TV Austin, Tex.; WBAP-TV Ft. Worth, Tex.

Remote Control

WCAZ Carthage, Ill.; WHIO Dayton, Ohio; WCOS Columbia, S. C.

May 9 Decisions

BROADCAST ACTIONS

By the Commission

Granted SCA

WKJF-FM Pittsburgh, Pa., WCAU-FM Philadelphia, Pa.

Following stations were granted renewal of licenses on regular basis: KCNI Broken Bow, Neb.; KCRC Enid, Okla.; KGLC Miami, Okla.; KLIN Lincoln, Neb.; KOME Tulsa, Okla.; KRGI Grand Island, Neb.; KRVN Lexington, Neb.; KSAL Salina, Kan.; KSCB Liberal, Kan.; KSIW Woodward, Okla.; KSOK Arkansas City, Kan.; KSPI-AM-FM Stillwater, Okla.; KVIN Vinita, Okla.; KVOE Emporia, Kan.; KVOO Tulsa, Okla.; KWHW Altus, Okla.; KXXX Colby, Kan.; WJAG Norfolk, Neb.; KWGB Goodland, Kan.; WGPS Greensboro, N. C.; KBOM Mandan, N. D.

May 9 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to May 10 to file responses to April 12 petitions by KOB Albuquerque, N. M., ABC, New York, and KWBU Corpus Christi, Tex., for mod. or clarification of issues stated in Commission's Memorandum Opinion and Order of March 21, re applications of KOB for mod. of cp and for license to cover cp and authority to determine operating power by direct measurement. Action May 7.

By Chief Hearing Examiner James D. Cunningham

WSUH Oxford, Miss.; East Arkansas Broadcasters, Inc., Wynne, Ark.; Warren L. Moxley, Blytheville, Ark.; WHER Memphis, Tenn.—Granted April 30 petitions of Ole Mississippi Bcstg. Co. and Tri-State Bcstg. Service for dismissal without prejudice of their am applications and returned to processing line am applications of East Arkansas Broadcasters Inc. and Warren L. Moxley. Action May 7.

Harold M. Gade, Eatontown, N. J.; Monmouth County Broadcasters, Long Branch, N. J.; Long Branch Bcstg. Co., Long Branch, N. J.—Granted petition of Long Branch Bcstg. Co. to extent that it seeks dismissal of its application and denied in other respects; application is dismissed with prejudice; am applications of Gade and Monmouth County are retained in hearing status. Action May 8.

WDAK Columbus, Ga.—Upon oral request of WDAK, and with consent of all other parties in am proceeding, ordered that hearing conference is continued from May 9 to May 11. Action May 8.

By Hearing Examiner Jay A. Kyle

KITN Olympia, Wash.—On Examiner's own motion, ordered that hearing scheduled for May 8, re am application of KITN is continued indefinitely. Action May 7.

Coos Bay, Ore.—Pursuant to "Petition to Dismiss," filed jointly by KOOS Coos Bay, The Bay Bcstg. Co., North Bend, and KWRO Coquille (all Ore.), which matter is now awaiting Commission action, ordered that prehearing conference re am application of Coos County Broadcasters, Coos Bay, scheduled for May 16, and hearing scheduled for May 23, are continued without date. Action May 8.

By Hearing Examiner Annie Neal Huntting

Newburgh, Ind.; Lawrenceville, Ill.—Ordered that any party having objections to any of specified corrections of transcript of hearing re am applications of Southern Indiana Broadcasters Inc., Newburgh, and Lawrenceville Bcstg. Co., Lawrenceville, shall file with Commission and serve on other parties, statement of all objections, with supporting reasons, within 10 days from date hereof. Action May 7.

By Hearing Examiner Thomas H. Donahue

WTVH Peoria, Ill.—Granted motion for continuance of hearing from May 31 to Sept. 4, re its application for mod. of cp. Action May 7.

By Hearing Examiner Elizabeth C. Smith

WMLP Milton, Pa.—Granted motion for certain specified corrections to transcript of hearing re am application of WARC Milton. Action May 7.

By Hearing Examiner J. D. Bond

Franklin Bcstg. Co., Philadelphia, Pa.—Granted petition for continuance of prehearing conference from May 15 to May 17 re its am application and that of Rollins Bcstg. of Delaware Inc., Philadelphia. Action May 8.

May 9 Applications

ACCEPTED FOR FILING

Modification of Cp

WPAG-TV Ann Arbor, Mich.—Seeks mod. of cp (which authorized replacement of cp) for extension of completion date to Oct. 10.

WIMA-TV Lima, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 6.

Renewal of Licenses

KRLD-TV Dallas, Tex.; WOAI-TV San Antonio, Tex.; KTXC Big Spring, Tex.; KXOX Sweetwater, Tex.; KCLW Hamilton, Tex.

Remote Control

KDOK Tyler, Tex.

UPCOMING

May 14: BMI Clinic, Rochester, N. Y.

May 14-15: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.

May 16: BMI Clinic, Jefferson City, Mo., and Boston, Mass.

May 16-18: Pennsylvania Assn. of Broadcasters, Pocono Manor.

May 18: BMI Clinic, Omaha, Neb., and Portland, Me.

May 19: Indiana Radio-Tv Newsmen, WIRE Studios, Indianapolis.

May 20: Radio Old Timers, Conrad Hilton Hotel, Chicago.

May 20-23: National Industrial Advertisers Assn. Annual Conference, Palmer House, Chicago.

May 21: BMI Clinic, Columbus, Ohio.

May 21-24: 1956 Electronic Parts Distributors Show, Conrad Hilton Hotel, Chicago.

May 21-22: Chicago Tribune Distribution and Advertising Forum, studio theatre of WGN, Chicago.

May 23: BMI Clinic, Grand Rapids, Mich.

May 24-26: Armed Forces Communications & Electronics Assn. National Convention, Boston.

May 25: BMI Clinic, Milwaukee, Wis.

JUNE

June 4: BMI Clinic, Caldwell, Idaho.

June 6: BMI Clinic, Great Falls, Mont.

June 8: BMI Clinic, Detroit Lakes, Minn. (Note: tri-state clinic for North Dakota, South Dakota, and Minnesota).

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 11: BMI Clinic, Salt Lake City, Utah.

June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.

June 13: BMI Clinic, Sheridan, Wyo.

June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.

June 14-16: Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.

June 15: BMI Clinic, Estes Park, Colo.

June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

MILESTONES

Weed Marks 20th Year

WEED & Co., radio station representatives, observed its 20th anniversary last week with a surprise party at its New York headquarters for Joseph J. Weed, the company's founder and president. Mr. Weed was presented with an Old English wall barometer by the New York staffs of Weed & Co. and Weed Television Corp. Today the Weed radio and television firms have a staff of 102 operating out of eight major cities, according to a company spokesman.

RTES Fetes 'Grand Old Opry'

WSM-AM-TV Nashville's *Grand Old Opry* (ABC-TV and NBC Radio) will be honored by the Radio & Television Executives Society at a special luncheon in New York May 21. Principal speaker at the event—saluting the program's 30 years on the air—will be Gov. Frank G. Clement of Tennessee. Stars of the show, including Cousin Minnie Pearl, Carl Smith, June Carter, Chet Atkins and Ferlin Huskey, are expected to attend.

► TRANSCRIBED Catholic religious series, the *Ave Maria Hour*, observed its 21st anniversary.

► WTTM Trenton, N. J., has observed its 14th anniversary.

► THE IVY RADIO NETWORK, composed of student stations at Brown, Cornell, Dartmouth, Harvard, Pennsylvania, Princeton and Yale, has marked its ninth anniversary.

► ABC Radio's *No School Today* program has observed its sixth birthday.

► EDWARDS AGENCY INC., Los Angeles, advertising agency, has marked its eighth anniversary.

► WCUE Akron, Ohio has marked its sixth birthday.

► MILLER, MACKAY, HOECK & HARTUNG, Seattle adv. agency, has marked its first anniversary.

► HARSHE-ROTMAN INC., public relations firm with offices in New York, Chicago, Los Angeles and Rochester (N. Y.), has marked its 25th anniversary.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

U or V, They're Both Tv

THIS IS NOT a technical journal, and our editors and writers pretend to no scientific knowledge of television signal curves or coverage contours.

But they do know a television picture when they see one.

One of our most experienced people, J. Frank Beatty, spent considerable time looking at pictures in places like Ligonier, Ind., and Tunkhannock, Pa.

They were uhf pictures.

Our man couldn't tell them from vhf pictures.

Televiewing wasn't the only thing Mr. Beatty did in researching his two-part piece on the uhf markets of South Bend-Elkhart, Ind., and Wilkes-Barre and Scranton, Pa.

He talked with many televiewers, with tv set dealers, with advertisers, agencies and telecasters.

He found out things that signal curves won't tell you.

He found out that uhf can be made to work in both flat and rugged terrain.

He found out that the public doesn"t care whether its tv is uhf or vhf; to the public they're both tv.

He found out that uhf has some problems that vhf doesn't have, but that none of them is as severe as the bearish gossip about uhf would indicate.

He found out that some of uhf's problems are directly traceable to the step-child status it has unhappily acquired in the television family. These, we suggest, would be cured if uhf were made a full member of the family, equal in position to vhf.

It will take positive action, beginning at the FCC, to install uhf in a position of security in the television household.

That uhf is worthy of such a position has been proved in those areas where uhf is operating without vhf competition. That uhf is needed to provide a fully competitive national tv system is beyond doubt.

We like the uhf pictures we have seen. There should be more of them.

Invitation to Destruction

THE FCC Network Study Group, it appears, would have the television networks destroy themselves and their affiliates too. As you will detect in a story elsewhere in this issue, the privacy of doing business in television is to be invaded. All trade secrets would be laid bare to competitors in the printed media. No phase of the economics of this new and miraculous medium, which has done so much to maintain the nation's economy in a few short post-war years, would be spared the public gaze.

The FCC may naively believe that it can keep such data to itself. But like those "confidential" statistics collected by the Commission and given to Sen. Bricker at his demand, this new information, if supplied, would find its way into the public prints and into the hands of competitors set upon raiding tv business.

A draft questionnaire prepared by the FCC staff titled "Tv Network Questionnaire" has been served the networks for review. It will be discussed with each of the three networks, separately, during the week of May 21. This questionnaire, we understand, is to be followed by another to go to all affiliate stations, this to enable the gleeful FCC operatives to compare the network answers to those supplied by their affiliates—a sort of entrapment process.

We will be mightily surprised if the networks, or any one of them, agree to supply the FCC's staff with all of the information wanted. We know of no specific legislative mandate to the FCC, or any other agency of government, to disclose information that could be used against telecasters by their competitors. There's serious question whether the FCC has the authority to collect those annual statistics from networks and stations, solicited with the commitment that their confidentiality will be respected, but which were released in distorted fashion a fortnight ago by Sen. Bricker in his vitriolic attack upon CBS and NBC.

The FCC, we assume, will argue that if it is to make a study of purported monopolistic trends in television, it must have full economic data available to it. Certainly it should have basic network-affiliate contracts, details on option time and how it works, and other related data (most of it already in its files). But should it get into such business aspects as criteria used in rate determination, volume discounts to advertisers, talent contracts and costs, production costs, and other data which falls strictly in the categories of private contractual relations?

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Look what tv is doing to baseball . . . three of our best players are home watching Mickey Mouse Club!

The new invasion comes hard on the heels of the Bricker distribe, the disclosure [B•T, May 7] of an intensive FBI investigation in New York and Hollywood of purported antitrust violations by the networks, the Senate Commerce Committee's own exhaustive questionnaire to tv network-affiliated stations to air their complaints, replies to which were due last week, and the confidential gum-shoeing of several House committee staffs. The urge to get into the television investigation act has obviously reached epidemic proportions.

Release of confidential information, collected with the understanding that no individual station or network data would be disclosed, is a breach of faith. Collection of private contractual data which, if made public, could injure if not destroy a new medium by aiding and abetting its competitors is, we think, immoral and illegal.

Broadcasters are individuals. They have constitutional rights. The first law of nature is self-preservation.

The networks should decline to give their trade secrets to the FCC or any other agency of government in the absence of a specific instruction from Congress or until there is clarification by Congress as to what should or should not be collected.

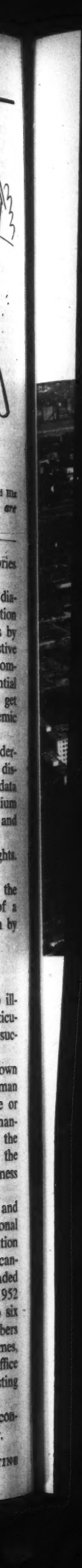
Studio Lobby

WHY, broadcasters will ask, are our national legislators so ill-informed, or misinformed, on broadcasting? Why, particularly when no political candidate these days can hope to be successful without using radio or television or both?

The answer will be found largely in the broadcasters' own derelictions. Instead of having an announcer or a production man escort the candidate (or the congressman) to the microphone or camera when he buys or is given time, the station owner or manager should do the honors. That would give the broadcaster the opportunity to get acquainted, indoctrinate the candidate on the station's operations and on the vagaries of the broadcasting business and of its regulation.

J. Leonard Reinsch, executive director of the Cox radio and television stations, and radio-tv advisor to the Democratic National Committee, said it loud and clear at the recent NARTB convention in Chicago. He advised stations to develop close contacts with candidates, reminding that "all congressional investigations are headed by congressmen and senators who were candidates in 1954, 1952 or 1950." That means that broadcasters, in a span of two to six years, have the opportunity of talking with and selling all members of the Senate and all members of the House one or more times, in their own offices and studios, when they aren't plagued by office pressures and should be receptive to learning about broadcasting in its own environment.

To which might be added that it's good business to maintain contact with all candidates; one of them is bound to be the winner.



NG by Bill Ritc
players are

categories

ricker dis-
vestigation
lations by
exhaustive
heir com-
nfidential
ge to get
epidemic

e under-
d be dis-
tual data
medium
oral and

l rights.

to the
ce of a
ation by

so ill-
particu-
be suc-

s' own
n man
one or
r man-
ter the
on the
usiness

o and
ational
ention
n can-
eaded
1952
o six
nbers
imes,
office
sting

con-
r.

TING

Creative Selling in an Expanding Market!

Just one of several modern housing projects now replacing what was once blighted areas in St. Louis.
(Photo courtesy Chamber of Commerce-Metropolitan St. Louis)

In the St. Louis area Creative Selling can and does replace the older idea of just "supplying a demand".

As a market the St. Louis Area is the scene of intense activity with new highways, new housing projects like the above, and now the expansion that will come from recently approved bond issues of $110 million in the City; and another $40 million in the County.

In St. Louis and the vast surrounding area KWK-TV has become tops* among TV audiences . . . the dominant influence television-wise for selling the expanding St. Louis Market.

CBS

KWK-TV St. Louis *channel* 4

represented nationally by THE KATZ AGENCY, INC.

**Latest reports Tele-pulse, Mar. 1956; ARB Jan. 1956*